Consumer Attitudes and Behaviours towards Disclosed Sponsored Content from Fashion Bloggers

MA IBC – Intercultural Marketing

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Abstract

The increased use of web 2.0 throughout the last couple of years has awakened the interest of marketers, and initiated a new way of marketing known as influencer marketing. As influencer marketing has become a popular way of marketing, in the 21st century, there has been made some research within this area.

However, in 2017 new rules and regulations regarding influencer marketing have been made internationally which emphasize that the influencers have to make it apparent when they post content which is sponsored. As these rules and regulations have been made quite recently, limited and country specific work regarding the effects of disclosed sponsored content on consumers exist. Thus, the gap in this area as well as the relevancy of this topic, have been the motivation for looking further into this. Therefore, this thesis aims to shed light on how disclosed sponsored content from bloggers affect the attitudes and behaviours of consumers, to see if influencer marketing is as effective as it has been before, when the bloggers have to disclose it when the content is sponsored. As this thesis aims to investigate the influence of sponsored content on the consumers, the emphasis will be on the consumers with only little attention given to the blogger and the company. To make the research more specific, the thesis limits itself to only look at young female consumers in their twenties, who consume fashion blogs.

As for the methods, the thesis is based on a netnographic analysis of three sponsored blog posts, from three different bloggers, with different cultural backgrounds. These are supplemented with six semi-structured research interviews with young female consumers of fashion blogs.

The findings of this thesis suggest that disclosed sponsored content is generally not as effective as the content from bloggers which does not seem sponsored. The reason for this is because the interviews show that the blog consumers tend to skip the sponsored posts because they feel like these posts generally do not seem as genuine as the non-sponsored ones. This is backed by the interviewees who feel like the bloggers who make sponsored content usually have other motivations, such as earning money, when making sponsored contents. Therefore, the consumers are only persuaded to buy products that are shown by bloggers who seem genuine.

Thus, this thesis finds that misfit between blogger and sponsor, as well as lack of trust and credibility are factors which can lead the consumers to susceptibility, when seeing a persuasive message. This shows that the personal aspect and the reputation of the blogger are important for the consumers, as consumers are only persuaded by the marketing messages of bloggers who seem trustworthy and credible. Therefore, it is important that there is a fit between the blogger and the sponsor, in order for the advertising message to seem genuine and thus attractive for the consumer.

Furthermore, the findings also show that the level of brand awareness can also have a positive impact on the behavioural intent of the consumers. Thus, this thesis concludes that a lack of *trust and credibility, fit* between sponsor and blogger, as well as *brand awareness* are factors which can lead to susceptibility and thus have a negative influence on the behavioural intent of the consumers. However, if these are positive the behavioural intent of the consumers is likely to become positive.

Also, the findings show that when comparing advertising through bloggers to traditional advertising, advertisement messages that are communicated through bloggers are usually received more positively. The reason for this is because the blogger is more likely to reach out to the right target group, as the findings show that the consumers choose to follow bloggers who they can get inspired from and who reflect their actual or desired self. Thus, the inspirational factor which the blogger contributes with by communicating the advertisement message in a more creative way also have an influence in making the advertising message more attractive for the consumers. Hence, it is concluded that the disclosed sponsored content tends to affect the attitudes and behaviours of the consumers in a negative way, as most of the respondents tend to skip these posts. However, it is still an effective way of marketing, as consumers find blog advertising more effective than traditional advertising, such as those on the TV.

Lastly, this thesis contributes to existing research within influencer marketing, by adding a new perspective to it, as this thesis sheds light on whether blog advertising is still as effective when the bloggers have to make it apparent, when their blog posts are sponsored.

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1. Introduction

Throughout the last two decades Web 2.0 has gained increased popularity in many societies and has become part of our everyday lives. Web 2.0 is bidirectional and consists of collaborative social platforms where the users can share and interact with each other (Belk, 2014a; Goodchild, 2007). This is unlike the early web which primarily functioned as one-directional information distribution, allowing users to mainly see the contents which were devised by the page administrator (Goodchild, 2007).

When looking at statistics from 2017, they are evidence that the Danish society is not an exception, as 72 % of the Danes in the 16-89 year olds make use of Facebook, 50 % make use of Snapchat and 49 % make use of Instagram, on the daily. This makes Instagram the 3rd largest social media Platform in Denmark (Appendix 1; Slks.dk). Furthermore, statistics also show that young people are more frequent users of social media platforms, in Denmark, compared to the elder. This is seen as 98 % of 16-24 year olds and 94 % of 25-34 year olds make use of social media in Denmark. The statistics also show that the percentage of social media use decreases with the increase of the age (Appendix 2; Slks.dk). Additionally, statistics show that women are generally more frequent users of social media platforms in Denmark (Appendix 3: Slks.dk). Subsequently, we find that young female consumers of blogs are an interesting segment to look at, as they are the ones who make use of social media the most, in the Danish society (Slks.dk).

The increased use of Web 2.0 and social media throughout the last two decades have changed the way we share, consume, create meaning and spend our time online (Belk, 2014b) and, not least, made it possible to establish communities of like-minded people online across borders and languages (Heding, Knudtzen & Bjerre, 2016). Consequently, user-generated content, also known as unpaid labour, such as sharing photos, videos, recommendations, blog posts, tweets etc., has become a natural part of our everyday lives (Ritzer & Jurgenson, 2010). This change in the society and consumer behaviour have awakened the interest of marketers and initiated a new way of marketing, known as influencer marketing. Influencer marketing has had a vital influence on traditional marketing, as researches show that old marketing approaches are less effective in today's society (Brown & Hayes, 2009, pp: 1-10, 15) The reason for this is that nowadays when people are searching for, or would like to hear about, a new product and/or service, they do not feel the need to watch an advertisement or talk to a

sales assistant anymore. Instead they start the research themselves and prefer to see or hear about these from their favourite bloggers, from trustworthy reviewers or the like (Brown & Hayes, 2009, pp: 1-10, 28-31). Thus, there has been a shift from outbound to inbound marketing approaches, as outbound marketers make use of a more linear communication when communicating to consumers, just like with the early Web. With outbound marketing consumers are bombarded with too many marketing messages a day, which all sound more or less the same (Roberge, 2015, pp. 111-112). Although these marketing messages are heard the consumers do not believe them, instead they believe sources from which they find information themselves (Brown & Hayes, 2009, pp. 4-5, 10, 28-31) because today's consumers are authorised by the internet and Web 2.0, such as Google and social media. These are referred to as inbound marketing channels and are more effective than the outbound marketing channels. The reason for this is that today's consumers take the initiative to start the research about a product themselves after hearing of it from a relative or somewhere else. Thus, it is important for brands to be apparent on these inbound marketing channels, which their potential consumers would make use of (Roberge, 2015, p. 112) because taking contemporary consumer behaviour into consideration, shows that traditional marketing approaches are not effective enough in today's society (Brown & Hayes, 2009, pp. 1-10, 15; Roberge, 2015, pp. 111-112).

Although more and more companies have started to make use of the newer marketing approaches, to some extent, they have not fully transitioned yet. This is both because they are not sure about which influencers to collaborate with and how to go about it, but also because they are hesitant about the effectiveness of influencer marketing (Brown & Hayes, 2009). Furthermore, as it is still a somewhat new field, there has not been done too much research within this area. For that reason, the topic of influencer marketing has caught our attention and made us look further into it. In our search for more information, we found out that new rules and regulations have been made in 2017 (Forbrugerombudsmanden.dk). These rules and regulations emphasize that the influencer has to disclose it when the content is sponsored, with the following words:

"If an influencer advertises for a company e.g., by showing the products of the company on Instagram, Facebook, Twitter, YouTube, Snapchat, on any other social media platform or on their blog, then it has to be made clear for the receiver that the content is an advertisement"
(Forbrugerombudsmanden.dk).

Furthermore, §9, subsection 1 of the e-trading law in Denmark, which covers online marketing, emphasizes that one has to make the company which they are advertising for apparent, when marketing products of a company (Forbrugerombudsmanden.dk). These new rules and regulations regarding online advertising through sponsored content covers, among others, the English and American influencers also (Forbrugerombudsmanden.dk; Gov.uk; Ftc.gov).

On that note, previous research has mainly focused on influencer marketing and its effects in contexts where the influencer did not necessarily have to disclose that the content was sponsored. Hence, as marketing students we found motivation to look further into whether influencer marketing is still an effective marketing approach, now that it is not possible for the influencer to hide it when the content is sponsored. As there are very limited researches in this specific area, we would like to look further into this, with this master thesis.

As for the methods, we find that doing netnographic analysis of blog posts and doing interviews with those who consume blog posts will provide us with relevant and useful findings, which can help shedding light on the problem statement. The reason for this is that we believe the netnographic analysis will give us insights into the followers' reactions and attitudes to the bloggers' sponsored content. The interviews, on the other hand, will help with supplementing this data by, among others, giving us insights into the consumers' attitudes and behaviours to the sponsored content.

As for the theoretical background, we would like to draw on previous research which has been done both regarding influencer marketing but also about other theories, which are relevant for the topic of this thesis.

Thus this master thesis will investigate the effectiveness of blogger recommendations when the blogger has to disclose that the content is sponsored, with the following research question:

1.2 Research Question

How does disclosed sponsored content from fashion bloggers affect the attitudes and behaviours of the consumers?

1.3 Sub-Questions

1. Why do consumers choose to consume blogging content?

2. Which factors affect the attitudes and behaviours of the consumer regarding the blogger and the sponsor?

3. What motivates the consumer to buy or investigate a certain sponsored product based on blogger recommendations?

1.4 Explanation of Each Sub-Question

Sub-question 1: Is made with the aim of identifying the key motivations which the consumers have that make them consume blogging content. Answering this question will help getting a deeper understanding of the reasons why consumers choose to consume blogging content, from bloggers.

Sub-question 2: Is made with the aim of finding out which elements affect the attitude of the consumers, in a positive or negative way, regarding the blogger and the sponsor when they see posts which are sponsored by a brand. Answering this question will help getting insights into consumer attitudes and behaviours, thus making it possible to measure the effectiveness of the sponsored content.

Sub-question 3: Is made to find out which factors have an influence in motivating the consumer to buy or further research about a sponsored product that a blogger has recommended in a post.

1.5 Limitations

As this thesis is a consumer survey, the main focus will be on the consumer because the aim of the paper is to find out about consumer attitudes and behaviours regarding sponsored content from fashion bloggers. Furthermore, the focus of this thesis will be on women consumers only, as statistics show that women are more frequent users of social media (appendix 3, Slks.dk) which is where fashion bloggers are often to be found. Also, this thesis limits itself to only look at younger people in their twenties because, as mentioned in the introduction, younger people are more frequent users of social media, which makes them an interesting segment to look in to Therefore, the primary data which will be conducted for this paper will be through interviews with Danish women in their 20s who consume fashion blogs, and through a netnographic analysis of international women consuming fashion blogs. The netnographic analysis will be done on Instagram only, both because Instagram is the third most used social media platform in Denmark (Appendix 3, Slks.dk), which also allows for blogging content, but also because Instagram is one of the platforms where most comments are available under each post.

Although the main focus of this paper will be on the consumer, the blogger and the sponsor will also be included in this thesis, with the aim of outlining their role in this collaboration. This means that these two will only make up a limited part of this paper.

Furthermore, the scope of this paper is limited to only look at the fashion industry, meaning that the focus will be consumers who consume fashion blogs. The term fashion bogs covers posts about clothes, makeup, lifestyle and fashion.

1.6 Structure of the Thesis

1. Introduction: Firstly, the introduction will introduce the rise of Web 2.0, blogs and the relevance for this thesis will also be addressed with the introduction of the new regulations regarding sponsored content on blogging platforms. Second, the research question which this thesis is based upon and the sub questions chosen will be introduced. Lastly, the limitations of the thesis will be addressed.

2. Three perspectives of blog analysis: This chapter will introduce the reader to the three aspects of blogger analysis. The three actors are presented as *the company*, *the blogger* and *the consumer.* These are briefly introduced to give the reader an insight in to how these three actors coexist.

3. Literature review: This chapter will introduce the theoretical framework used for answering the research question. Theory and past research will be introduced in the following categories: Consumer motivations, extended self, self-expression on social media, trust and credibility towards bloggers, reputation, resistance to persuasive messages, Word-Of-Mouth and Marketing and brand awareness. Besides reviewing the literature, the limitations and relevance for each theory will also be discussed.

4. Methodology: This chapter will address the research approach, method of netnography and interviews. Then, it will explain the interview process and address the thesis' validity, reliability and generalisability.

5. Netnographic analysis and findings: This chapter will analyse the posts chosen from Instagram and present the findings based on the netnographic study.

6. Analysis: This chapter will analyse the data collected from the interviews based on the theory presented in the literature review and the findings in the netnographic study.

7. Summary of findings and Discussion: This chapter will present the findings from the interview and discuss these findings based on the data collected in the interviews and netnographic study.

8. Conclusions: This chapter will conclude the main findings of this thesis and summarise these in a figure, which are based on the results of this thesis

9. Future Perspectives: The final chapter will suggest future perspectives of relevant topics which are based on the discussions of the findings. These can help future researchers to further investigate the relation between company, blogger and consumer.

2. The Three Perspectives of Blog Analysis

The ecosystem of blogging revolves around companies investing money in content created by bloggers in order to reach potential consumers. This allows for three perspectives when analysing within the blogging space i.e., *the blogger, the consumer* and *the company.*

This part will introduce each perspective in order to establish a base of knowledge for the reader and a framework from which this thesis will analyse within.

2.1 What is a Blog?

A blog refers to a private person who creates content about a given topic to an audience on the internet, much like a diary, as the following definitions show:

> *"Blog" is an abbreviated form of "weblog" a compound of "web" and "log". Like a journal or online diary, the bloggers share thoughts, opinions, and feelings as they develop.*
> *(Goldstein, 2009)*
> *&*
> *Blogs are an online version of people's daily diary, which allow anyone to share his or her thoughts and experiences. (Kim, Zheng, Gupta, 2011)*

Apart from the format of a diary, where the content is posted in a chronological order, a blog can come in many shapes and sizes. A blogger may choose any topic from which the blog deals with e.g., fashion, cars, health or lifestyle (Goldstein, 2009)

Content is created and shared via the bloggers' personal website or through social networks, and can be in the form of texts, pictures or videos. Bloggers with a big following will gain a blogging community (BC) which is driven by the bloggers' personality and experiences. These BCs encourage a one-to-many form of communication, where public interaction is

confined to the comments section, of each post, which is where readers and followers can interact with the blogger regarding the subject that the content revolves around (Kim, Zheng, Gupta, 2011).

2.2 Microblogging and Social Media

The rise of social networks have allowed bloggers to create content and engage with their followers in new ways apart from text. Microblogging refers to the use of social media to create a *microblog* where "posts" are shorter than on a regular blog platform. An example of this could be Twitter where posts are restricted to 100-200 characters thus restricting the blogger (Goldstein, 2009).

Another platform which has seen a major boost in popularity is Instagram (Appendix 1). Instagram allows for users to post pictures with a small description. Furthermore, Instagram allows for "tagging" and "hashtagging" other social network profiles. This is often seen in sponsored content where bloggers will "tag" the company which have paid for the post, so the followers may discover the company's own social media profile.

Another major platform from which bloggers operate within is YouTube. YouTube is a video sharing platform which relies on its users to create content for other users to enjoy. This has given birth to video blogging (Vlogging) which share many of the same characteristics as traditional blogging. However, instead of text the content is displayed in the form of video which have many similarities to reality TV.

Bloggers will often post their content and experiences through many of the mentioned platforms and therefore microblogging and social media channels can be seen as an extension to the bloggers own personal website and narrative (Goldstein, 2009).

Microblogging is a newer term that makes blogging more instant and frequent. The platforms of microblogging have also seen a massive rise in popularity and users e.g., Instagram has gone from 90 million active users in January 2013 to 800 million in September 2017 (Statista, 2017). We have chosen to focus on Instagram, as a blogging platform, to collect data from, besides regular blogs, because studies show that user engagement on Instagram far exceeds the engagement levels from other social media platforms like Facebook and Twitter (Locowise, 2015). Engagement is important because it allows us to get useful information

when doing the netnographic analysis, as it provides with information about the blogger and the community that consumes the blog posts.

2.3 Blogger Agencies

With the commercialisation of blogging and its advertisement potential, several agencies have been established worldwide in order to help companies and bloggers. These agencies such as London based "The Blogger Agencies" and Danish "Bloggers Delight" have created a new type of business acting as a link between the two parties.

The agencies often recruit different high ranking bloggers in order to sell their influencing potential to brands. These agencies not only sell advertising strategies but also in some cases serve as a management bureau by managing the bloggers and helping them with strategies to gain a larger following. The rise of these agencies emphasizes the commercial potential of the blogging world.

2.4 The Company

Social media marketing has seen a major increase in popularity from companies, in the last decade, and is used extensively to reach consumers. In 2016 it is estimated that a total of $550.51 billion was spent globally on online advertising and this number is expected to reach $724.06 billion by 2020 (eMarketer, 2016).

Using blogs, as an advertising platform, also known as influencer marketing or Word-of-Mouth (WOM) uses the BC of a blogger in order to reach potential consumers.

A study by Altimeter and TapInfluence (2016) asked marketers why this form of advertising is important. The study showed that the brands find value in the way influencers can portray a "more authentic storytelling" for their brand. An example of this could be a fashion brand which makes a sponsored agreement with a fashion blogger. By letting the blogger incorporate the product in to the content, the brand automatically becomes a part of the blogger narrative. The study also found that marketers saw this advertising form as a better way to reach consumers and that it offers a better return on investment (ROI) than other marketing channels.

As presented earlier, the microblogging platforms are used extensively as an extension of influencers and their blogs. These platforms are, according to the study, also the ones which the brands place the most value in: Facebook, Twitter, YouTube and Instagram are concluded to be the most important platforms by brands. The influencers' personal blog is ranked 5th.

Using influencers and their blogs as advertising platforms fills a gap that traditional advertising strategies miss by creating peer-to-peer action and embed the advertising message into the content of the blogger, thus disguising the advertising message.

2.5 The Consumers

Blogs serve as a means of entertainment for readers. The ability to follow a specific person in their everyday lives can be related to the entertainment of reality TV where readers are given an opportunity to follow the blogger through texts, pictures and videos. Since the birth of the internet, readers have been attracted to this form of entertainment and according to Wordpress.com there are created more than 3,5 million blog posts each day.

Blogs create an unique opportunity for readers to seek information within every possible subject. Originally, many blogs would serve as a reviewing service for products within different industries. If one were searching for a TV, it would only take ten seconds to find a blog which would tell you everything you need to know when going to the store to buy it. This allowed people to easily get an unfiltered opinion on products and/or services which they had an interest in.

Today, many blogs still serve this purpose. Readers create a bond with bloggers and trust their opinion on different subjects, e.g. a 2006 survey revealed that blogs are second only to newspapers as a trusted source of information (Kozinets, 2010).
In recent years, however, the rise of professional full time bloggers has changed the way we understand blogs. Some bloggers has such a major following that their status reminds of that of a celebrity superstar. This has changed the way readers consume and engage with blogs, from simply reading the content, to becoming a member of a BC, a fan of the blogger or contribute to the blogs narrative. (Kozinets, 2010)

Muntinga, Moorman and Smit (2011) has created a framework which can be used to describe different levels of user engagement on three levels. The first, *Consuming*, relates to the reader

simply reading and processing the information given. This could be when searching for a review or an opinion of a product. The second, *contributing,* is when readers actively contribute to the topic at hand. This is often seen in the form of comments or "likes" where readers will actively give a response to the post. The third, *creating*, can be described as fan like behaviour towards a blogger. Some reader might see themselves as part of the BC and would like to contribute with content or create fan posts addressed to the blogger and/or community.

These levels of engagement are all seen from the consumers' perspective. Since less attention has been given to the consumer perspective since the introduction of new laws regarding disclosure, this thesis will focus on the consumers and how they are affected by the other actors i.e. the company and blogger. The consumers are therefore the most important actor in this thesis, since these are the target of the blogger and company's advertising intent and messages.
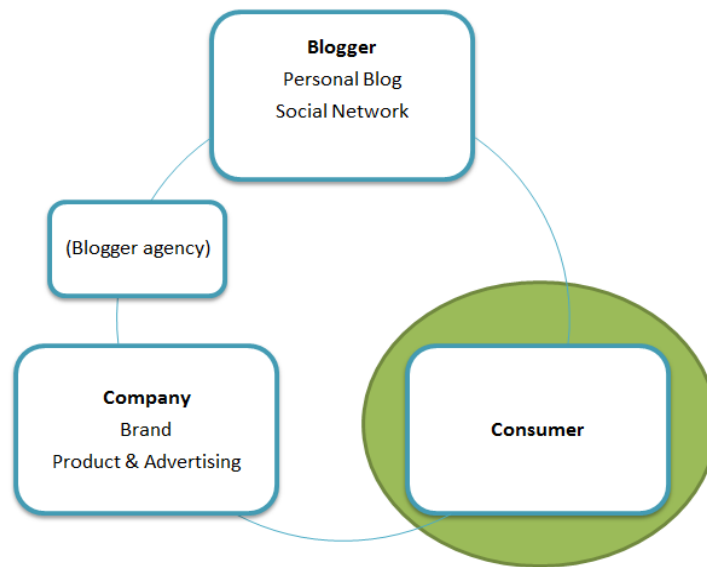
Figure 1 - The actors within blogging

Figure 1 illustrates the different actors presented within blogging. These actors all relate and depend on one another. Consumers has been highlighted to illustrate the focus on this thesis, however, we recognize that the other actors also play an important role in this "ecosystem", since one cannot be investigated without recognizing the other. Thus, each actor relies on the others existence for without them the system would not function. Without the consumer there would be no bloggers to create content and without the blogger there would be no profitable

motivation for the company to be involved, thus, a circle has been chosen to illustrate the relationships. Blogger agencies have been put in brackets since we have not been able to conclude that all bloggers are managed by an agency. The previous mentioned agencies do not always disclose publicly who they manage thus making it difficult to conclude without further research.

3 Literature Review

This section will include a description of all the relevant literature which is chosen within the fields of marketing communications and consumer culture. The chosen theories will be used to analyse and discuss the findings of the primary data which is collected through interviews and a netnographic analysis of consumers of blogs online.

Additionally, this section will also include an explanation as for why each theory is relevant for this paper as well as a reviewing the limitations and weaknesses of each theory.

3.1 Motivations for the Consumption of User-Generated Media

In order to analyse user motivations for the consumption of blog content, this thesis will use the theoretical framework presented by Shao (2008) which purposes different motivation factors in order to explain the appeal of user-generated media.

User-generated media (UGM) refers content created by users on a given platform on the internet. UGM can be traced back to the 1990's of the earliest social web platforms and have since then evolved to many of the social platforms we see today i.e. YouTube, blogs, Facebook, MySpace etc.

Just like any other consumption activity the motivations for this activity varies depending on the consumer. This framework has derived these motivations in to three main categories and proposes an explanation for the underlying motivations of each category.

Thus the framework from Shao (2008) proposes that UGM can be dealt with in three different ways: *by consuming, by participating* and *by producing.*

3.1.1 Consuming

Consuming refers to individuals who only watch, read or view but never engages in the content (Shao, 2008, p. 4). The motivations for this type of consumption are identified as information, inspiration and entertainment. Information is often seen in the way people actively seek out information on a given subject. This could be a hobby, educational or driven by the individual's desire to increase awareness and knowledge within a given topic. Consuming for inspiration is particular interesting for this thesis, since fashion blogs often seek to inspire their readers through the content which is created. Entertainment may be one

of the most important when it comes to mass media (Shao, 2008, p. 6) because of the ease of access e.g. through mobile devices. Entertainment related content can be found in any form of social media sites and provides a quick and constant stream of entertainment depending on your liking.

3.1.2 Participating

The second motivation, for the consumption of UGM, is according to Shao (2008) the ability to participate for social interaction. *Participation* relates to the active engagement in user made content. An example of this could be the ability for consumers to rate and comment on content. This is often seen on platforms such as Instagram and Facebook where consumers are easily able to react to the content by either liking, commenting or tagging a friend, so that they may also enjoy the content.

The amount of users on social media sites and the creation of a massive amount of virtual communities within every thinkable category such as hobbies, fan sites, music and blogs testify that the need for social interaction and community building is a strong motivator for many consumers.

3.1.3 Producing

The last motivator is *producing* which refers to users actively contributing by creating their own content. Examples of this could be videos, blogs, pictures or status updates. Shao (2008) argues that the motivation behind such consumption activities can be explained by the concepts of self-expression and self-representation. Since these concepts play a major role within the topic of this thesis and extensive review and explanation of these concepts can be found in the next section.

To sum up the three UGM usages, *consuming, participating* and *producing* can be seen as separate motivations but are interdependent in some aspects. All three of these categories represent different types of involvement. According to Shao (2008, p. 10), consumers will start as lurkers and gradually begin their search for information and entertainment by consuming user-generated content without participating. After some time, individuals might find themselves participating in virtual communities which revolve around a topic which they

find interesting. Lastly, individuals might find themselves producing in order to express their own self-identity.

The relationship between the three motivations is illustrated below in figure 2.
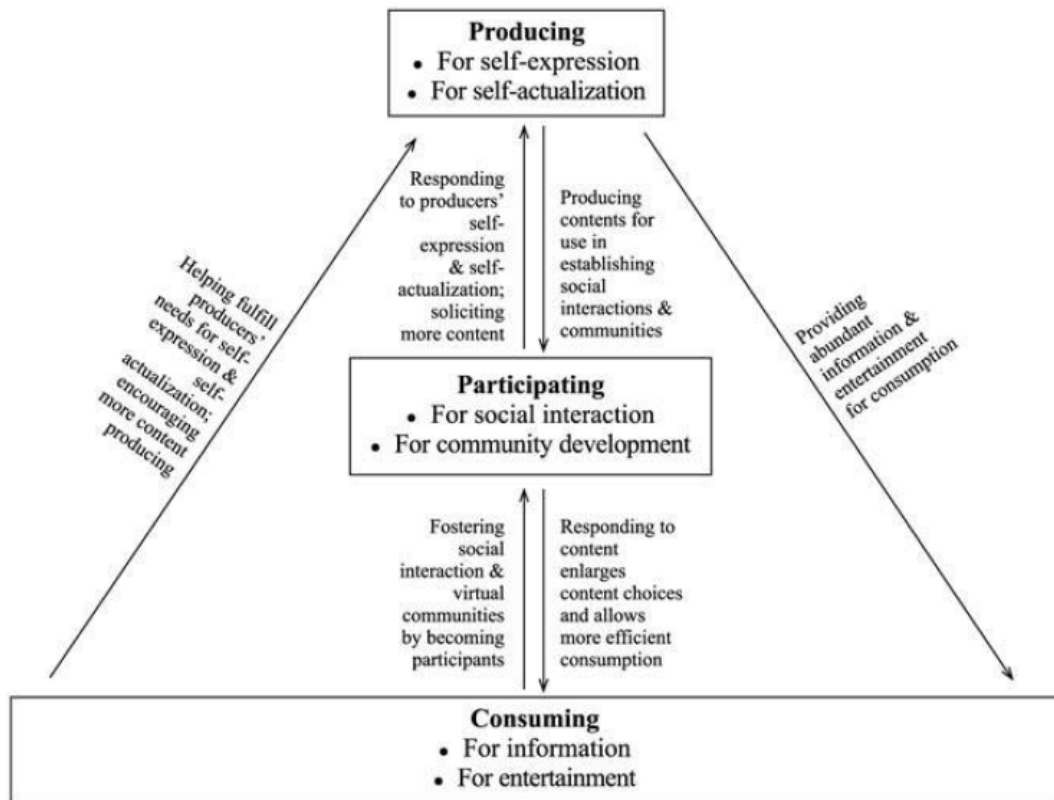
Figure 2 - From Shao, 2008, p. 10

As previously mentioned the three categories are interdependent and therefore the individual might not always follow the before mentioned pattern. This framework, although simple, does allow us to gain a better understanding in consumer motivations. We recognize that motivations for consuming UGM and blogs might not always as simple as proposed in this model. However, this framework allows us gain a better understanding on motivations and thus helps us answer the research question of this thesis.

3.2 The Original Formulation of the Extended Self

The concept of the extended self was introduced by Russel W. Belk in 1988 as a way to understand consumer behaviour and the meaning which possessions have for the consumer. In

the article *Possessions and the Extended self* Belk argues that *"Knowingly or unknowingly, intentionally or unintentionally we regard our possessions as part of ourselves"* (Belk, 1988, p. 1). The concept of the extended self therefore builds on the assumption that people are the sum of all that they own and that these possessions contribute to one's core self. These possessions are often seen as materialistic and individual possessions such as a person's clothes, house, car or other substantial possessions. These possessions all have a special value for the person and thus helps drive the self-concept. Therefore it is argued that possessions are one of the main drivers in the creation of self-identity and play a huge role in how we as humans perceive each other and behave. These possessions are not confined to consumer products but are also argued to be e.g., body parts, ideas and morals.

Belk also argues that psychological relations play a large part of one's self-concept (Belk, 1988). An example of this is given regarding relationships with friends, family, social groups, nations or husband and/or wife, where these relationships will become part of the extended self, based on the centrality given to them by the individual.

Thus, the concepts of the extended "self" and "identity" relate to the subjective opinion of how an individual perceives themselves, also known as the core self. The extension of the core self is manifested in possessions and relations which can then change over time based on experiences or new possessions (Belk, 1988).

3.2.1 The Extended Self in Web 2.0

When the original concept of the extended self was introduced by Belk in 1988, the internet was still at an early stage compared to where we are today. With the rise of social media and an ever increasing amount of focus on the digital world, the concept of the extended self should also be adjusted to this new online reality i.e. the digital self. (Belk, 2013).

As previously mentioned the main categories of the extended self are our body, internal processes, ideas, experiences and those people who we feel attached to (Belk, 1988). However, as we spend more and more time of our lives in the digital world i.e. social media, blogs and websites we are forced to rethink the concept of what become part of our self and how the extended self manifests itself in the digital world.

Possessions and especially physical objects have been argued to play a major role in the self-concept, but as letters are being exchanged to emails, photo albums to virtual pictures on

social media accounts, and CD collections are turned in to digital mp3s, a major part of the physical "objects", which were once treated as a part of the extended self, have now been moved to the digital space (Belk, 2013).

This *dematerialization* of our possessions is, according to Belk (2013), one of the main changes that affect the way we now understand and look at the concept of self. The dematerialization of possessions is not the only thing that has been moved to the digital world, but also a big part of our personal identity.

The rise of social media has enabled the individual to create and portray the desired self in the digital world however he/she likes. These online profiles (or avatars) can become part of the extended sel, or even result in the creation of multiple concepts of self i.e., online and offline (Belk, 2013).

These online identities can be seen in the way we share and project ourselves and our lives to people through social media. Digital devices allow people to share more and, most importantly, empower people to choose what exactly to share. The ability to share pictures of a new car, new clothing or other important possessions has led to an increased focus on the self-representation (Belk, 2013, pp. 484). This is further backed by the increased popularity of blogs, which is based around the sharing of personal experiences and believes. This empowerment of the ability to share and constantly project oneself to others has, according to Belk: "*Led to greater self-reflection as well as more digital bits of the extended self to represent us, sometimes with daily updates*" (Belk, 2013, pp. 484).

The social nature of humans has led to the concept of *co-construction of self* which is enhanced in the context of social media. This is mainly manifested through our social interactions with friends through social media, but can also be seen in the way we use blogs and other social groups online (Belk, 2013). Blogs rely on social interactions between the blogger and the reader, which is seen in the shape of the comments and replies which then reaffirms the blogger's self-concept. Social media platforms, such as Facebook and Instagram, allows people to like, comment and share content with others. When friends in the digital world likes, comments and tags people in the shared content one gets reaffirmed in the portrayed self which then reinforces the self-representation. (Belk, 2013)

3.2.2. Self Expression on Social Media

While social media platforms have empowered the individual to be able to control what is displayed to the world, it has also created a platform from which one can be self-expressive. Self-expression is defined as "assertion of one's individual traits" (Oxford Dictionary) and Belk (2013) has also defined the link between the self and self-expression as a person's ability to enhance one's inner desired-self.

Individuals seek to portray these traits positively and accurate to the world (Orehek & Human, 2017). These traits are projected through different mediums and social media has especially created a platform from which these traits can be portrayed in a controllable way, compared to just a few centuries ago.

The increased focus on self-expression values, has led to a lot of research on the topic. Some studies point out that social networks which commend self-expression is key for success on social platforms. Furthermore, the ability to like brands, groups and blogs on social networks help to build the desired-self in the online world, since these "likes" are portrayed to one's social network, thus allowing your friends to see who you follow (Wallace, Buil & Chernatony, 2014). Examples of these groups could be brands which portray your style or desired style, personalities like musicians, politicians or bloggers.

This also goes for the consumption of products which in itself can be a self-defining and self-expressive behaviour by consuming products that define your style. This also goes for activities online (Gilly & Schau, 2013). The question, however, then becomes whether the online self is accurately when compared to the actual-self.

Gilly and & Schau (2013) make the distinction between the digital-self and the real life-self and have found that these two selves are not disjointed as the digital-self is not inconsistent with the real life-self. Although, not always identical, it is interesting that the digital self in some cases projects the actual self of an individual.

How the digital self can project the actual self is investigated by Wallace, Buil and Chernatony (2014) who researched how the "liking" of self-expressive brands and groups contribute to self-representation. The main differences lie in the symbolic meaning of liking online pages. Instead of buying a product and experience the physical value and the brand image, people can in the digital world like brands and follow pages and thus gain a semiotic value and feeling of cobranding without the financial cost (Gilly & Schau, 2013). Because of

the limited restrictions which is posed on social platforms by nature individuals, can create brand associations, at free will, without being limited by factors which would affect or complicate this process in the real world.

3.2.3 Limitations of Past Research

The concept of the extended self has been used to explain consumer behaviour for many decades and presents one of the most well-known and recognised concepts of consumer theory. It has been well established and shown that the concepts of extended self, actual-self and desired-self can be translated into the realm of digital communications and are used extensively when analysing consumer behaviour in the digital space.

Since the backbone of this thesis investigates consumer attitudes and behaviours in relation to blogs, it is therefore crucial to have an understanding of how the extended self is manifested online through different activities and consumption habits, on social media.

The concept of self-expression, and how this relates to the self, is also added to create a deeper understanding of how the self is portrayed and changed. Theory has been presented that has researched how the self-representation values apply in the digital, space and how individuals create and portray their digital self, through different activities such as following brands and social media pages.

While most of these research papers take its outset in how individuals engage with different types of brands, and how that can be explained and used from a company's point of view, these principles can be argued to be the same for blogs.

This theory creates a psychological base of knowledge in regards to consumer behaviours within social media, and can be used to explain and answer the research question regarding consumer attitudes and behaviour. It will also help us to process the data gained from the nethnographic analysis and the interviews.

Especially in regards to sub question 1, which revolves around individuals' motivations for consuming blog posts and investing time in to a blog. Furthermore, it can also shed some light on and be used as a theoretical concept to discuss the blogger-reader relationship which is portrayed in figure 1.

Lastly, it can also be used to explain and discuss people's reactions to sponsored content. This is particularly useful in regards to the products promoted by the blogger, since whether or not the reader buys the product might rely on the relationship between the blogger and the reader. Furthermore, if this relationship affects the perceived value of the product from the consumers' point of view.

3.3 The Role of Trust and Credibility

The advertising potential of blogs has been seen as a possible marketing channel for many years. The potential lies in the personal and seemingly "unfiltered" personal opinions of the blogger that creates the content. A blog is a self-representation of the blogger, and therefore the credibility and reputation of the blog are tightly linked with the credentials of the blogger (Zhu & Tan, 2007).

To better understand the role of trust and credibility, in a blogger-reader relationship, one can look at the four main factors of persuasive communication in an advertising setting:

1. The source
2. The message
3. The audience
4. The medium (*Hovland, Janis & Kelley, 1953: Petty & Cacioppo, 1981*)

The main goal of advertising is to change consumer behaviour and thus the source becomes a critical factor for this to happen since it is the point of departure for the advertising message. The blogger illustrates "the source" in this thesis and thus the following section will define trust and credibility, as the focus will be on the source in the analysis.

Furthermore the role of trust and credibility, in previous studies, will also be reviewed in order to gain theoretical knowledge which can be used in the analysis.

Credibility can be defined as: *"Whether an individual perceives a source of information as unbiased, believable, true or factual"* (Lu, Chang & Chang, 2014, p. 2)

Trust can be defined as: *"The degree to which blog readers believe in bloggers and the information contained in their posted papers are trustworthy"* (Hsu, Ling & Chiang, 2013, p. 8)

Previous studies surrounding the advertising potential for bloggers have used various theoretical frameworks which include trust or credibility, in some form, to investigate how bloggers contribute to the deliverance of advertisement messages through their blogs, and the effects which these have (Zhu & Tan, 2007; Hsu, Lin & Chian, 2012).

In the study made by Zhu & Tan (2007), which looks at the effectiveness of blog advertising, the role of trust and credibility is explained as a relation between communicator expertise and product involvement. Communicator expertise refers to the credibility the blogger has within a certain product category, as perceived by the readers. An example of this could be within make-up. If a blogger continuously and consistently creates content within this category, the credibility of the blogger will rise within this product category. In this regard, it is concluded that high-expertise endorsements are more credible than low-expertise endorsement. However, it is important to note that this is not always the case depending on the type of products. Recommendations surrounding generic products, where attributes are easily comparable, are usually not affected by high-expertise endorsements but rather depend on other users' experiences and recommendations.

Communicator expertise within a certain product category is also an important aspect in terms of the "fit" between the communicator and the brand, which he/she is endorsing. Also known as the "match-up hypothesis", emphasizing that there should be a clear fit between the blogger and the communicator, in order for the advertising message to be attractive for consumers (Kamins, 1990). In a blogging setting it is, therefore, according to principles of this hypothesis, important that the blogger is not sponsored or endorsing brands which differ from the topics which the blogger usually deals with.

According to Zhu & Tan (2007) the perceived expertise of the blogger is a main driver for changing the consumers' behaviours and it is therefore important that the blogger and brand/product fit each other. If not, this could damage the trust and credibility of the blogger in the eyes of the consumer.

In another study made by Hsu, Lin & Chian (2012) where blogger recommendations are investigated, the theoretical framework deals with trust and the reputation of the blogger. The reader gains trust in a blogger by repeating interactions through the blogger's content. Therefore trust is built over time as the reader gains more experience and becomes familiar with the content type.

The justification of using trust, as a factor within the theoretical framework, is drawn from a report from myYearbook that emphasizes that 81% of consumers seek advice before making a purchase through a social site. Furthermore, 74% of those who received such advices through social sites found them to influence their final decision (clickz.com).

Thus a blogger can become a powerful factor when influencing consumers to buy certain products based on their trustworthiness and reputation. This effect is described as the "transaction risk" and refers to the risk consumers take when making a decision on what products to buy (Hsu, Lin & Chian, 2012, p. 5). This risk is especially present in an online setting, since the products promoted by brands on blogs rely totally on the bloggers' deliverance of the advertising message and recommendations. In an offline setting e.g., in a store, the product would be displayed and the customer would be able to ask questions or raise their concerns to employees. In a blogger setting however, the blogger becomes responsible for the presentation and concerns the consumer might have. Thus the trust and reputation of the blogger is proposed to be a key factor on whether the consumer buys or not.

3.3.1 The Role of Reputation

Hsu, Lin & Chian (2012) establish that the reputation of the blogger is an important variable. Reputation of the blogger has a significant effect on trust and the behavioural intent. Whether the consumer buys a recommended product thus relies heavily on whether the blogger is "credible" or "not credible" in the eyes of the consumer.

This relation is explained from a *social capital perspective* where a good online social relation between the consumer and the blogger can result in a reputation which influences consumers in to a certain behaviour (Hsu, Lin & Chian, 2012, p. 6). When a blogger becomes a highly reputable source, on a certain subject, or product category, he or she is also being referred to as an *"opinion leader"* (Hsu, Lin & Chian, 2012).

3.3.2 Limitations of Past Research

While the role of trust has now been explained in regards to past research, it is clear that the variable plays an important role in understanding consumer reactions to sponsored content.

While the two mentioned studies uses trust and credibility in some form, and presents how it can affect consumer behaviour, one important point has yet to be presented. The greatest advantage of advertising through blogs is presented as the source of the message i.e., the blogger. As a blog is a self-representation and generally presents an informal and often friendlier context, the advertising message is disguised which gives an advantage in persuading consumers compared to traditional advertising (Zhu & Tan, 2007, p. 3).

These "masked attempts" of persuasion can result in a backlash from the audience: *"The audience may feel that they are being "fooled", and no longer trust the blog as it contains ulterior commercial motives and serves as a marketing tool instead of a personal online diary"* (Zhu & Tan, 2007, p. 3).

With the new laws introduced, regarding the disclosure of sponsored content on blogs, this becomes more important than ever. The studies presented have both concluded that trust, reputation and credibility play an important part in the blogger-reader relationship. This is especially seen when it comes to the effectiveness of blog advertising and recommendations of brands, through the blog medium. With the sponsor now clearly visible for the reader, it can be argued that trust and credibility becomes an ever more important factor and that blogger recommendations/sponsored content move a step towards traditional advertising.

3.4 Resistance to Persuasion

With new laws of disclosure of sponsored content, we believe we will be able find resistance from our interviewees towards the blogs who they consume and find interesting. Since bloggers now has to disclose the sponsor of a post in the beginning of the video, or clearly in the blog post, when the post is sponsored (Instagram even has created an ability to "tag" the sponsor so that the sponsor is seen on top of the picture. See appendix 5), readers will now be able to quickly see who paid the blogger to post the content.

One type of response that readers might have to such a persuasive message is resistance. Resistance refers to a negative response from the person who receives the message, because they do not comply with the message (Petty & Casioppo, 1979).

A forewarning of a persuasive intent, such as those on blog posts, can according to Petty & Casioppo (1979) create resistance towards the sender and message in 3 different ways:

1. Cue effect
2. Objective processing
3. Biased processing

Cue effect is a simple negative response that leads to the reader discarding the message directly, without giving it any more thought. This response often leaves the message unread and not understood or processed by the reader.

Objective processing results in the reader processing the text with a critical standpoint. Therefore the text and message are often delivered but the reader might not accept the message. The findings of Petty & Casioppo (1979) also revealed that if the argument is strongly made, the reader might accept the message, but if the arguments are weak it will in turn result in more resistance and thus backfire.

Biased processing refers to when a reader counter argue the message being delivered, because it is of a persuasive nature. In a blogging setting, this could occur if a reader reacted e.g., in the comments section of a sponsored post.

Lastly, it is also concluded that resistance to persuasive messages are often seen within topics that the reader finds important or involving. Furthermore, when the topic is of low interest, or of low personal relevance to the receiver, susceptibility is more likely to occur. Thus the different types of resistance should, according to these findings, be able to tell us more about the blogger-consumer relation, in a blogging environment.

3.5 Word-of-Mouth and Marketing

Word-of-mouth communication (WOM) revolves around the basic human principle of talking to one another in private conversations, about recent and past experiences. It describes the

process that allows consumers to share experiences, information and opinions on different brands, products or services (Jalilvand, Esfahani & Samei, 2011).

WOM has been recognized as a natural phenomenon by sociologists and has been proposed to affect the majority of all purchase decisions (Kozinets, 2010). The importance of WOM in a marketing setting has been thoroughly established and affected by marketing strategies and led to the discipline of Word-of-Mouth Marketing (WOMM). WOMM refers to: *"the intentional influencing of consumer-to-consumer communications by professional marketing techniques"* (Kozinets, 2010, p. 1).

The underlying motivation for the use of WOMM strategies, is that personal conversations and informal exchange of information among a consumer and his/her acquaintances influence and shape customer expectations, and lead to more sales. When a product is then sold to a consumer, the pattern repeats and thus more WOM is generated (Jalilvand, Esfahani & Samei, 2011, p. 2)

3.5.1 Word-of-Mouth Models

Since the discovery of WOM, and its potential in marketing settings, different strategies and perceptions of how WOM works has been presented.

Kozinets (2010) presents three different ways in which WOM can be portrayed. As markets change, so must the marketing theories used within them, and the same goes for WOMM strategies.

In the following, there will be a short presentation of the three different models portrayed by Kozinets (2010) i.e. *The Organic Interconsumer Influence Model, The Linear Marketer Influence Model* and *The Network Coproduction Model*.
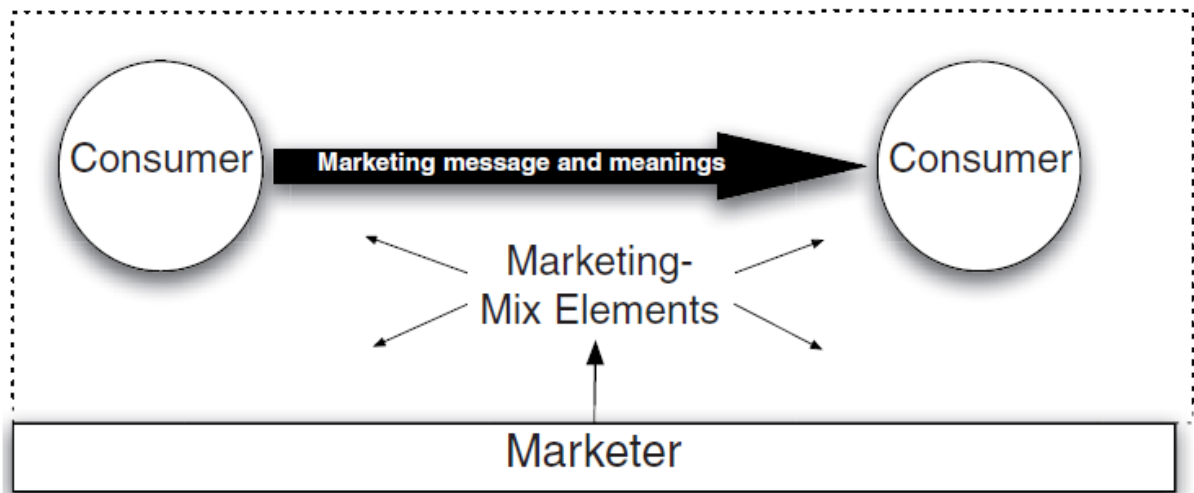
Figure 3: From Kozinets, 2010, p. 2

The organic interconsumer model represents the earliest understanding of WOMM. WOM is represented in this model as an interconsumer communication i.e., consumers talk to one another about products and their experiences. In the model, WOM is "organic" because of the lack of direct influence by marketers. The motivation for this kind of WOM is described by Kozinets et al. (2010), as a desire to help others to avoid poor service or products.
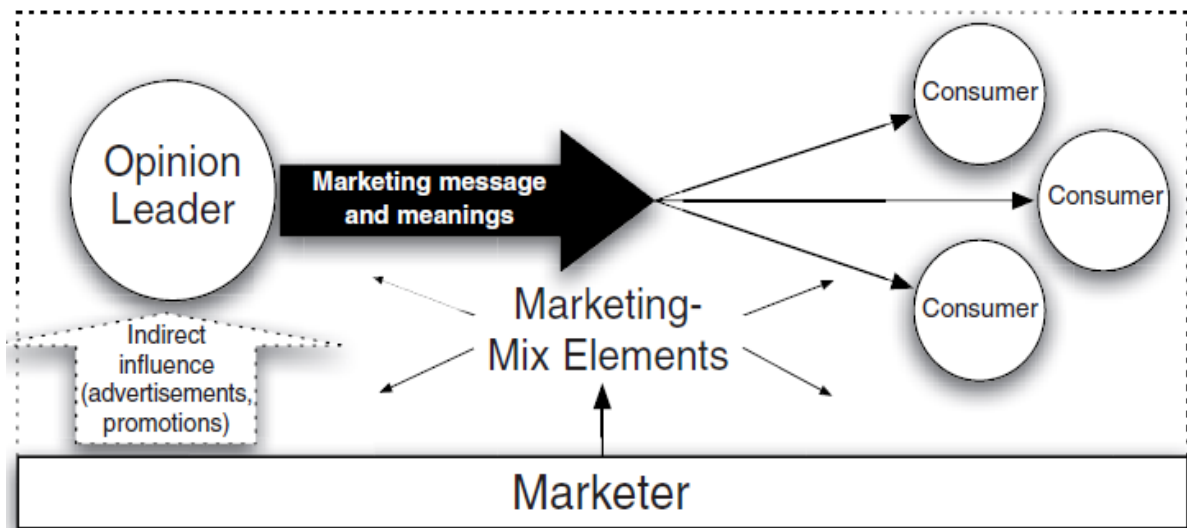
Figure 4: From Kozinets, 2010, p. 2

The linear marketer influence model represents the next step in WOMM theory. As marketing practices developed within WOMM, the importance of specific influential consumers was discovered (Kozinets et al., 2010). Instead of relying on the marketing mix elements,

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marketers began targeting opinion leaders within a specific market. WOM is created in a linear fashion since the advertising activities are targeted towards the opinion leader and thus marketers relies on the opinion leader to spread WOM and marketing messages to other potential consumers.
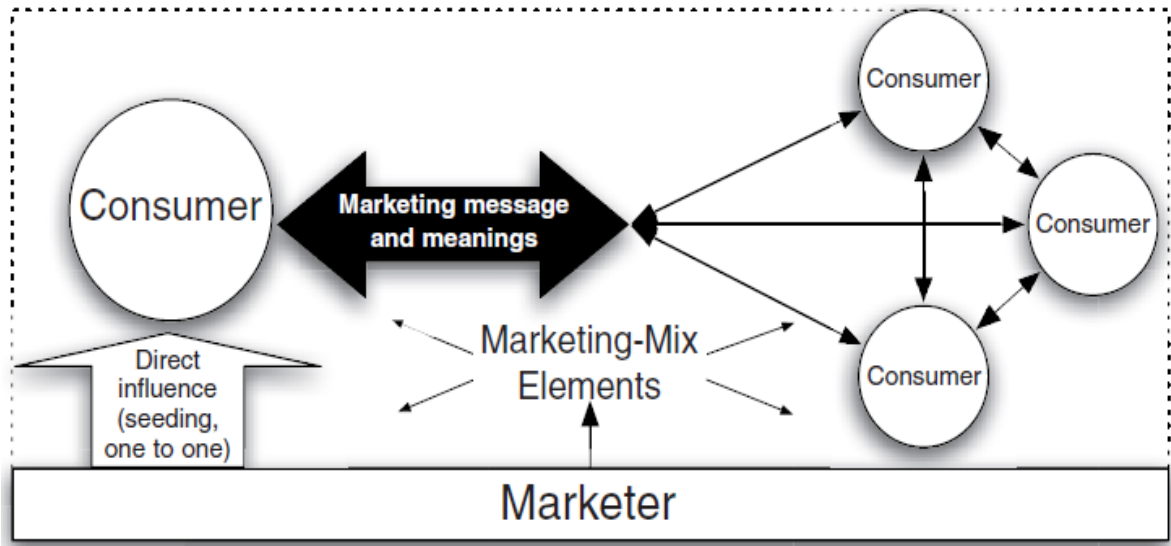
Figure 5: Kozinets, 2010, p. 2

The final and most recent development and understanding of WOM is depicted in figure 5**.** *The network coproduction model* is heavily affected by the internet although this kind of WOM is not limited to this domain (Kozinets et al., 2010). The main change in WOM perception is that instead of a linear communication form, it now revolves around relationships. The consumers, or opinion leaders, are now directly targeted by marketers because they gain access to groups or, so called, consumer networks. These consumer networks are targeted by marketing communication through opinion leaders, and these messages are constantly communicated and coproduced within the network (Kozinets et al., 2010, p. 2). Furthermore, it is also acknowledged that the marketing messages do not flow in one direction, but are instead communicated within the consumer network, thus creating value for the brand which wants to influence the network.

Although these models are portrayed as an evolution of WOM, ending with the network coproduction model, all of these portraits of WOM can coexist, and each will fit to different circumstances (Kozinets et al., 2010, p. 2)

3.5.2 Electronic Word-of-Mouth Advertising (eWOM Advertising)

Word-of-mouth (WOM) has been acknowledged as a very influential information transmission resource for years as it, among others, has a significant influence on the purchase decision (Jalivand, Esfahani & Samiei, 2011; Wang & Rodgers 2011). Nevertheless, conventional WOM communications are effective only within limited boundaries of social contact. However, the development of the Internet era has made it possible for different consumers to share their opinions and experiences about brands or products online, through eWOM activities. More and more companies have thus tried to adopt electronic commerce (EC) both to develop closer ties to the customers, but also to save time and money. The global nature of the internet has thus created a medium which enables new communication platforms, through which electronic Word-of-Mouth (eWOM) can take place between consumers that have never met each other (Jalivand, Esfahani & Samiei, 2011).

eWOM originates from WOM. The key player in WOM is the opinion leader who is trusted by the opinion seekers that are looking for knowledgeable advice. Opinion leaders are known for their interest in specific product fields, and for exposing themselves to media sources, which are available for the masses (Jalivand, Esfahani & Samiei, 2011). Thus eWOM makes it possible for consumers to share opinions, and information, about brands and products online. These information flows online can both happen in a business to consumer, but also in a consumer to consumer context (Jalivand, Esfahani & Samiei, 2011). Furthermore, eWOM can be defined as any positive or negative comment that is made by a former, actual or potential customer about a company or a product which, through the Internet, is made available for a multitude of institutions or people. (Jalivand, Esfahani & Samiei, 2011).

Different types of eWOM exist, however the two major types are regarding *informational-oriented contexts* and regarding *emotionally-oriented contexts.* The first has to do with review websites, as well as consumer reviews, which are to be found in online feedback systems. The latter is when consumers, also known as opinion leaders, share their comments and opinions about products with family and friends on online communities, discussion boards or social networking websites (Wang & Rodgers, 2011; Jalivand, Esfahani & Samiei, 2011). This is the case when e.g., bloggers, as opinions leaders, share their thoughts about products or brands online. Therefore, we will focus on eWOM in emotionally-oriented contexts, as this thesis investigates how sponsored content from bloggers affect the attitudes and behaviours of consumers of this type of blogs.

Since bloggers are more trusted and persuasive than companies, and their traditional advertisements, companies have seen this as a marketing opportunity and wanted to be part of this communication process, which can be explained as what started eWOM advertising. This made companies start engage consumers with their products, by using bloggers who can help them accomplish their advertisement goals by, among others, making sponsorship deals and paid partnerships.

Therefore, the increased use of Web 2.0 has turned eWOM into an important type of advertisement for companies, which is known as eWOM advertising. Furthermore, eWOM has also turned mass communication from a one way system, which is more interactive, as it allows consumers to also state their opinions about the brand and its products, in to a two-way system. Therefore, eWOM works as an alternative marketing channel for companies through which they can reach consumers and influence their opinions (Wang & Rodgers, 2011).

3.5.3 The Information Adoption Model and eWOM

The process of information adoption can be described as the internalization phase which happens during knowledge transfer, as explicit knowledge is being transformed into internalized meaning and knowledge. It is suggested that a message can have an influence in people's behaviours and attitudes in two different ways: peripherally and centrally. Peripherally refers to issues and themes which are not related directly to the subject of the message, while centrally refers to the nature of the arguments of the message (Jalivand, Esfahani & Samiei, 2011).

The information adoption model consists of two key propositions when it is applied in a communication context taking place in computer mediated environments. This model considers the *argument quality,* also known as the information quality, as a central influence and then *the source quality* as a peripheral influence. The figure illustrates, the information adoption model where argument quality involves the persuasive strength of the arguments which are embedded in the informational message (Jalivand, Esfahani & Samiei, 2011).
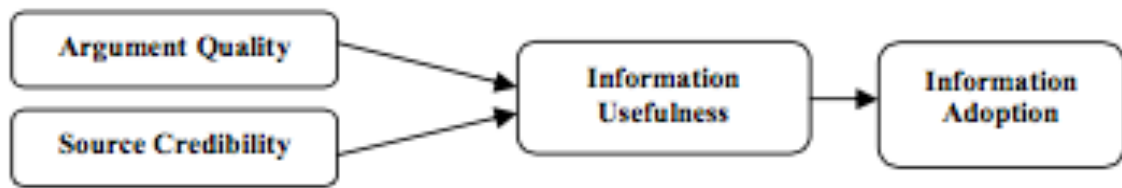
Figure 6: Information Adoption Model (Jalilvand, Esfahani & Samiei, 2011)

Together, the argument quality and the source credibility have an influence in the *information adoption* and *information usefulness.* As this thesis has its focus on how the sponsored content from bloggers affects the attitudes and behaviours of consumers, we believe that this model is relevant to take into consideration in this regard. The reason for this, is because the model can help with analysing the argument quality and source credibility and their usefulness on consumers in the information adoption, when consumers are exposed to disclosed sponsored content from bloggers (Jalivand, Esfahani & Samiei, 2011).

3.5.4 Relevancy and Limitations

eWOM advertising is relevant for this thesis, as this thesis has its focus on bloggers and how their disclosed sponsored content affects the attitudes and behaviours of the consumers. Although this theory is useful when looking at eWOM and how companies engage consumers by making use of eWOM advertising through bloggers, it also has its limitations regarding its usefulness. A limitation is that eWOM can have a bad influence and not reach the intended advertisement goal, if a company chooses to collaborate with a blogger who does not reflect the image and values of the brand. It is important for companies to find a blogger that reflect the brand in order for the advertisement to obtain its goals by reaching out to the right people. Therefore, it is important for companies to reach out to the right bloggers, when wanting to advertise through bloggers, otherwise the advertisement will not reach its intended goals (Brown & Hayes, 2009).

3.6 Brand Awareness

Keller (1993) argues that brand awareness is part of brand knowledge. This means that if a consumer has knowledge about a particular brand, regardless of whether this knowledge is obtained passively or actively, the consumer's brand awareness regarding a certain service or product is seen as high (Lu, Chang & Chang, 2014).

Brand awareness can be defined as a brand's physical characteristics such as logo, style, name, package etc., which are associated with a category need. When defining the term brand awareness, the following two dimensions are used:

- Brand recall
- Brand recognition (Pelsmacker, Geuens & Berg, 2009, pp. 168-169)

Brand recall, also known as top-of-mind brand awareness, which occur in an unaided context, refers to the situation where consumers are able to recall a brand spontaneously when a certain category is mentioned. An example of this is the brands which the consumer thinks of when the product category "soft drinks" is mentioned. As the consumer has to be able to mention brands in the category themselves, brand recall is harder to achieve for brands as higher exposure of advertisement from the right marketing channels are required to obtain this type of brand awareness. The other type of brand awareness called brand recognition is also known as aided awareness. Brand recognition refers to the situation where the consumer recognizes a brand, when he or she sees it. Therefore, brand recognition is achieved much easier by brands as less advertisement repetition is required to obtain this type of brand awareness (Pelsmacker, Geuens & Berg, 2009, pp. 168-169).

Studies show that high brand awareness has a positive effect on consumer attitudes regarding a brand. Put differently, the more familiar a consumer is with a brand, the more the consumer's confidence will increase towards that brand (Laroche, Kim & Zhou, 1996; MacDonald, 2000) which in turn also improves the purchase intention (Lu, Chang & Chang, 2014). Also Smith & Wheeler (2002) argues that the consumer's trust toward a brand will increase with high brand awareness, hence consumers have a tendency to believe that high awareness brands would not make use of deceptive tactics to market themselves. Thus a high brand awareness would make consumers have a more positive attitude towards the advertisement of a brand (MacDonald & Sharp, 2000).

Having a influencer marketing perspective on this, Lu, Chang & Chang (2014) suggest that when bloggers recommend products with high brand awareness, the consumers would have a positive attitude toward that recommendation, whether or not the recommendation from the blogger is an advertisement.

3.6.1 Limitations and Relevance for this Paper

As the mentioned researches show that there is a relationship between a high brand awareness and a positive attitude towards a brand which together improve purchase intention, from that brand. Therefore, it would be interesting to look closer at the brand awareness parameter, as a factor which might have an influence on the attitudes and behaviour of the disclosed sponsored content.

However, a limitation with this relationship between high brand awareness and a positive attitude towards a brand, which then also increases the purchase intention, is that this might not necessarily always be the case. The reason for this is that different types of consumers and consumer preferences about products exist. Thus, if a consumer is used to make repeat purchases, the high brand awareness might not always lead to improved purchase intention from that brand, although the attitude towards that brand might become more positive. This is seen in the study conducted by MacDonald & Sharp (2000), where not all consumers who make repeat purchases, changes to another brand just because the brand awareness is higher with that brand. Therefore, this is a limitation with this theory as there are exceptions where consumers might not necessarily break their repeat purchase pattern and turn to another brand, just because of a high brand awareness which is associated with that brand (MacDonald & Sharp, 2000).

4 Methodology

As this paper seeks to shed light on a specific area, which there has been made very limited research about before, an inductive reasoning approach has been used when doing this research, because the research has not started with conceptual frameworks or predetermined theories (Saunders, Lewis & Thornhill, 2009, p. 61). When using an inductive reasoning approach, the research starts with the empirical data collection and observations first, and then moves on to drawing generalizations and theories based on the collected data. With other words, a "bottom up" approach is being used, as the research starts with specific observations, then moves on to detect patterns and formulating tentative hypotheses to explore. Lastly, as the final step, general theories or conclusions will be developed (Saunder, Lewis & Thornhill, 2009, p. 125; Socialresearchmethods.net).

However, this does not mean that the researchers start their research without having a certain level of knowledge about the area. The inductive research begins with a well-defined purpose, research question and specific objectives, although these may be altered after the nature of the collected data (Saunders, Lewis & Thornhill, 2009, p. 61).

Furthermore, the inductive reasoning approach is very exploratory, and open ended, in its nature, which can especially be seen in the beginning, as the research starts without any generalizations, but instead with some theoretical knowledge as well as empirical data and observations (Saunders, Lewis & Thornhill, 2009, pp. 125-127).

4.1 Research Approach for Data Collection

The methodology of this thesis both consists of primary and secondary data, as well as a mixed data approach, meaning that both quantitative and qualitative data have been made use of (Boolsen, 2017, p. 26-27).

The following section will thus include a description and a review of the methodology of the data collection methods which has been used for this thesis.

4.1.2 Data Collection

The primary data of this thesis consists of six interviews with consumers of blogs, a netnographic analysis of three Instagram posts of three different influencers, and statistics

about the media use in the Danish society (Boolsen, 2017, pp. 26-27). The secondary data consists of articles, books and web sites which both cover the topic of influencer marketin, but also other relevant theories and methods, which have been used to collect the information needed, to look deeper into and shed light on the research question (Boolsen, 2017, pp. 26-28).

Quantitative data, also known as hard data which is quantifiable, covers the statistics which have been used in this paper (Boolsen, 2017, pp. 26-28). Furthermore, quantitative data have also been used when doing the netnographic analysis, where we looked at the amount of followers, likes and comments of each influencer and their posts. Thus the quantitative data makes up some parts of the primary data of this paper. The qualitative data, on the other hand, is known as soft data and covers both the articles, books and web sites used in this paper, as well as the interviews and netnographic analysis which were done to gain deeper knowledge about consumer attitudes and behaviours regarding blogs and sponsored content (Boolsen, 2017, pp. 26-27). Thus the qualitative data makes up both some of the primary data such as interviews and the netnographic analysis as well as the secondary data such as the articles, books and web sites which were used in this paper.

Review of the data collection methods: As quantitative and qualitative data collection have been used as data collection methods for decades, they are seen as valid methods for collecting data (Boolsen, 2017, p. 26-27). Nonetheless, both of these data collection methods still have some limitations.

Quantitative methods are empirical in nature and known as another research paradigm which is also scientifically approved. However, it is criticised for not providing with in-depth data because one is only able to draw general conclusions of the total data set instead of looking at the phenomena individually (Atieno, 2009).

Qualitative methods, are ethnographic and interpretive in nature and, are thus known as the socio-Anthropological research paradigm (Atieno, 2009). Qualitative methods are criticized for the central role that the researcher has when collecting the data, as this makes the data collection more subjective. Another limitation with the qualitative methods is that when doing interviews, there is a chance that the respondent does not disclose his/her real meanings (Elliott & Elliott, 2003).

4.2 Approaching the Methodology

For this paper, we started off our data collection with the netnographic analysis. The reason for this is because we believed that this would help us get an understanding of consumer attitudes and behaviours towards sponsored content online in a more effortless way, as it does not require going out and finding participants the say way as it is done with interviews.

Doing the netnographic analysis first, provided with some useful data about interesting topics which we had not thought of prior to doing the netnographic analysis. Therefore, the netnography had an influence on the interview questions as we both changed and added some new questions to the interview guide about topics which we had not thought about before. The topics we chose to add to the interview guide were related to the blogger and the sponsor. We added these new questions, because we believed that these would make the thesis and its findings more interesting. Furthermore, doing the netnographic analysis first also added to our own understanding regarding consumer attitudes and behaviours towards disclosed sponsored content from bloggers.

The next sections will thus first give a description of the methods which we made use of to do the netnographic analysis, and then it will move on to elaborate on the methods which were used for the interviews. Finally there will be a section which reviews the validity, reliability and the generalizability of the interview results.

4.3 Ethnography and Netnography

Ethnography is an anthropological method that has gained popularity in consumer and cultural studies. The term refers to both fieldwork and study of distinctive meanings or practices, in different social groups, and is a method based on participation and/or observation, which allows for rich qualitative data through its open-ended practice (Kozinets, 2002). Ethnography, as a method of research, allows for flexibility and adaptability, thus explaining its popularity to research behaviours within different fields e.g., nationality, religion and culture.

While many of such studies use a face-to-face approach through ethnography, the rise of the internet has made it possible for the researcher to gain an unprecedented level of access through online communities. Thus netnographic analyses can be used to analyse online

conversations as data. According to Kozinets (2009), netnographic analyses can also be used to analyse structural characteristics in online communities, such as power and influence relationships. This thesis is based on a qualitative approach i.e., interviews to gather data but in order to investigate the research question, from different angles, a netnographic analysis will also be used to analyse blog posts from influencers. The focus with this analysis will be on the followers' engagement under the posts, such as comments, likes and reactions.

4.4 Method of Netnography

Although netnography allows for an open choice of research procedure, this thesis will only use the ethnographic guidelines that are presented by Kozinets (2002) which are relevant for this paper. These are: (1) making cultural entrée, (2) gathering and analysing data, (3) ensuring trustworthy interpretation and (4) conducting ethical research. Although these steps are made for face-to-face observations it is, according to Kozinets (2002), possible to adapt these guidelines so that they can be used in an online setting:

Entrée: First, researchers should have a specific research question and then identify a suitable forum in which to collect data. Second, researchers should seek as much information as possible about the community beforehand. When looking at blogs, one could therefore investigate what topics are discussed and who the influencer is, as well as who the followers are. Once a suitable community has been found that can help answering the research question, one must choose what posts to analyse. The following guidelines, by Kozinets (2002), have been chosen in order to decide what posts to analyse: (1) a more focused and research question-relevant topic, (2) postings with high "traffic" (comments or responses on the given post), (3) detailed and descriptively rich data.

Data collection and analysis: Using netnography helps researchers collect two types of data: (1) the data that is directly copied from the community and (2) the data that is observed by the researchers in regards to the community, its members and their communication.

Since the online messages, in the form of comments, are important for answering the research question, the categorization of posters can be used (Kozinets, 1999). This categorization

divide the posters in online communities into four categories based on their level of involvement and consumption activity.

Tourists lack strong social ties and deep interest in the activity. *Minglers* have strong social ties, but minimal interest in the consumption activity. *Devotees* have strong consumption interest but few attachments to the online group. Finally, *Insiders* have strong ties to the online group and the consumption activity. For this netnographic analysis we define the *online group* as the bloggers' platforms and the *consumption activity* as the products which the bloggers show, on their posts.

Providing trustworthy interpretation: The limitations of netnography is that the findings are based on online messages, which does not allow the researcher to ask follow up questions, or to observe behaviour outside of the online platform as in traditional ethnography. Therefore, it is important to test the findings, using other methods. This thesis will therefore also use interviews, in order to validate the netnographic findings.

Research ethics: When doing netnography it is important, according to Kozinets (2002), to consider whether the community, which the researcher has gained access to, is private or public. If the community is private, the observatory approach of netnography might reveal cultural secrets which, without the consent of the community, can create ethical problems. In order to prevent this, the blogs used for this study are public in the form of publicly made posts on Instagram.

4.4.1 Making the Entré: Choosing the Influencers and their Posts

To make our entrée, we started out by having our research question in mind and then we identified Instagram as a suitable forum to collect our data, because many bloggers make use of Instagram as a blogging platform. Then we chose three bloggers and one sponsored post from each, which we could do a netnographic analysis of, as the paper has its focus on consumer attitudes and behaviour about sponsored content. Also we made sure to choose posts with high traffic and interesting comments.

When choosing the bloggers, we chose three different influencers with different nationalities because we believe that this would add some diversity to this research. When choosing the

bloggers from the different countries, we chose bloggers from countries where the same rules and regulations apply about making it visible when a content is sponsored, to make sure that we have to do with the same type of blog posts across nations. Additionally, we only chose bloggers blogging about fashion, makeup, style and lifestyle because this is the category which this paper has its focuses on.

Furthermore, when choosing the influencers, and their posts, we made use of Kozinets' guidelines. These guidelines helped us choosing the influencers through which we could get the relevant insights that would be useful for answering our research question. Thus, the influencers we chose should 1) be relevant for our topic and research question, 2) should be an influencer that posts content with high traffic and engagement, meaning that there should be sufficient likes, comments and responses under the posts, as this is vital to get further information about their community. To find influencers who live up to these criteria, we followed guideline number 3) which made us choose influencers with a big following, to make sure that descriptive and rich data about the community was available under the posts.

Also, we made sure to only choose posts which are marked as sponsored, to be able to get the right data for our thesis, as our research question has its focus on the effect of disclosed sponsored content on the consumers. The reason for this is because choosing posts which are not marked as sponsored would not provide us with the data we needed to shed light on our research question. Furthermore, we have only chosen Instagram as the platform for doing our netnographic analysis, because Instagram is one of the platforms where there is a lot of engagement available but also because, as mentioned before, statistics from 2017 show that young people are frequent users of social media (Appendix 2).

The following section will give a brief description of each influencer and their content that we have chosen, for the netnographic analysis.

4.4.2 Lydia Elise Millen

Lydia is a 30-year-old influencer, who is from England, with a 6-year blogging history (Lydiaelisemillen.com B). Lydia is a fashion, lifestyle and beauty blogger, who both posts about high street brands but is especially known for her consumption of luxury items (Lydiaelisemillen.com A)

Lydia both blogs on her blogging website called www.lydiaelisemillen.com, but also on the social media platforms Instagram and YouTube (Lydiaelisemillen.com, B). On her Instagram account, she has 2337 posts and approximately 703,000 followers (Instagram.com A).

4.4.3 Alexandrea Garza

Alexandrea Garza is a 26-year-old influencer who lives in America. Alexandrea is a fashion, beauty and lifestyle blogger (Famousbirthdays.com) who has blogged for the last 4 years (YouTube.com). She has recently launched a web shop called www.shopgoodtobe.com, where she sells clothing for prices equivalent to those of the high street (Shopgoodtobe.com). Her blog posts include a good balance of high street and high end brands.

Alexandrea only blogs through the social media platforms Instagram, Facebook and YouTube (YouTube.com). On her Instagram account, she has 1041 posts and approximately 286,000 followers (Instagram.com B)

4.4.4 Sandra Willer

Sandra Willer is a 21-year-old Danish influencer. Sandra is a fashion, beauty and lifestyle blogger who has blogged for the last 5 years (Nouw.com). Her blog posts include a mix of high street and high end brands.

Sandra both blogs on the blogging website called www.blogbysandra.dk, but also through the social media platforms Instagram, Facebook and YouTube (blogbysandra.dk). On her Instagram account, she has 2687 posts and approximately 142,000 followers (Instagram.com C).

4.5 Interviews

One of the primary data collection methods which we have made use of for this thesis are interviews. It is argued that interviews can provide with a more in depth understanding of specific social phenomena than what could be obtained e.g., using only quantitative data collection methods such as questionnaires. For this reason, interviews are seen as an appropriate data collection method, when there is limited information available regarding the study phenomena, or when there is a need for detailed insights from individual participants

(Gill, Stewart, Treasure & Chadwick 2008). This makes interviews a relevant data collection method for this thesis, both because of the limited information which is available about the topic and, not least, because the thesis has its focus on the consumer, whom it is possible to gain further information about through interviews (Gill, Stewart, Treasure & Chadwick, 2008).

Therefore, we believe that the interviews can contribute to this thesis by revealing insights about young female consumers' attitudes and behaviours regarding sponsored content from bloggers.

4.5.1 The Method of the Interviews

In this paper we have made use of qualitative research interviews, also known as semi-structured lifeworld interviews, when collecting the empirical data from the participants.

Research interviews help with exploring the experiences, views, motivations and/or beliefs of individuals, regarding specific areas, and are used as a method to collect and analyse the data which is achieved through the interviews. The purpose of semi-structured lifeworld interviews is thus to obtain varied descriptions of a certain area of the interview participants' lifeworld, with the aim of interpreting the meaning of these answers later on (Gill, Stewart, Treasure & Chadwick, 2008; Kvale & Brinkmann, 2015, p. 22, pp. 49-50). For that reason, we have made use of this interview method, as this thesis searches to create an understanding of how the disclosed sponsored content from bloggers are experienced in the subjects' lifeworld.

Qualitative research interviews are partly inspired by phenomenology (Kvale & Brinkmann, 2015, p. 35). Phenomenology has an interest of creating an understanding of social phenomena based on the perspectives of the participants, and then describe the world according to how it is perceived by these subjects. The reason behind this is that phenomenology emphasizes that the important reality is what humans perceive it as in their lifeworld. The lifeworld can be described as how world directly appears to the participants in their everyday lives, independent of any other explanations. Focusing the interview on the experienced meaning of the subject's lifeworld has made phenomenology a relevant discipline for how one can create an understanding with qualitative research interviews (Kvale & Brinkmann, 2015, pp. 48-50).

After the interviews are conducted they get transcribed. The audio file together, with the written text, make up the material which is used for later meaning analysis (Kvale & Brinkmann, 2015, pp. 49-50). While phenomenologists are interested in how participants experience lifeworld phenomena, hermeneutists are interested in interpreting meaning (Kvale & Brinkmann, 2015, p. 35). Thus qualitative research interviews are also inspired by the hermeneutical discipline. This comes into play under but mostly after the process of conducting the interviews, because this is where interpretation of meaning takes place, and text interpretation is the corner stone of hermeneutical perspective. Interpreting meaning thus helps asking further questions during the interview, based on the meaning which is created of the answers, as well as specifying the meaning of what was said when analysing the transcriptions after the interviews have taken place. Hence, the terms conversation and text play a central role within the hermeneutical discipline, because these are what the hermeneutists focus on when interpreting meaning. There is also a focus on the interpreter's prior knowledge about the topic of the text, because humans are self-interpreting and historical beings, whose way of creating an understanding are contingent on historical life and tradition. The purpose with hermeneutical interpretation is thus to obtain a legitimate and common understanding of the text meaning (Kvale & Brinkmann, 2015, p. 80).

With other words, when doing qualitative research interviews, the phenomenological discipline comes into play when the interview is conducted because the researcher aims to understand the phenomena through the lifeworld of the participant. The hermeneutical discipline thus comes into play when creating meaning of the answers and the overall interview, both under and after the interview has taken place. This shows that the qualitative research approach is not an objective research method, as it includes the subject, among others, when interpreting the meaning of the interviews.

4.5.2 Identifying the Interview Participants

When identifying the participants for the interviews, it was important to choose participants who live up to the criteria of the type of consumers which this thesis has its focus on. Therefore, all the participants who were recruited for the interviews are young females in their 20s and who consumes of fashion blogs. As for the atmosphere of the interviews, two of them took place over Skype video calls and the rest took place face-to-face. Joint for all

interviews, is that they all took place in cosy environments to make the participant feel comfortable to talk openly about what crosses their minds, when each question is asked (Kvale & Brinkmann, 2015, p. 37)

A total of 6 interviews were conducted for this thesis and these participants were chosen from our own network of friends as we were able to find participants within our network who live up to these criteria.

Table 1 provides with an overview which sums up the interview participants' backgrounds, which includes their gender, age, educational background, job and how the interviews have taken place.

Table 1: Overview of the Interviewees	Occurrence	Description
Gender	6	Female
Age	2/1/1/1/1	24/25/26/27/28
Educational background	3/3	Bachelor's/master's degree
Job	5/1	Part time/full time job
Type of interview	2/4	Skype/face-to-face

Table 1: Overview of Interwiees

4.5.3 Developing the Interviews

Research interviews come into existence through seven phases. For that reason, we have followed these seven phases when developing the interview for this paper. The seven phases are as follows (Kvale & Brinkmann, 2015, pp. 154-155):

1. *Thematising* the interview, which is where the purpose of the interview, as well as the perception of the topic, are defined.
2. *Design* of the interview, is where the interview is designed in a way which makes it is possible to collect data that can provide with knowledge which is needed to shed light on the research question, of this paper.
3. *Interview* which is the process of conducting the interview using an interview guide a reflective approach and the right combination of interview questions to obtain the knowledge which is needed for this paper.
4. *Transcription* is the process of preparing the interview material to the analysis by transcribing the interview from spoken language into a written text form, the transcriptions of the interviews are to be found on appendix 8 to appendix 13.

5. *Analysis* make it possible to determine which analysis methods should be used for this paper, based on the research's purpose, character of interview and theme.

6. *Verification* is where the *validity, reliability* and the *generalisability* of the interview is being decided upon.

7. *Reporting* which is communicating the results of the analysis and the used methods in a way which lives up to scientific criteria and communicates the results as a worth reading product while taking the research's ethical aspects into consideration (Kvale & Brinkmann, 2015, pp. 154-155).

An interview guide works as a script which structures the course of the interview. The guide can either consist of themes which needs to be covered during the interview, or of a more detailed set of questions which are formulated precisely. Therefore, when designing the interview, an interview guide was developed to ensure that all the relevant areas of the topic would be touched upon, when conducting the interviews. The interview guide was fully developed after doing a netnographic analysis online, which will be elaborated upon later in the methodology, as the netnographic findings helped add a few more interesting questions to the interview guide. On that note, it is important to mention that a semi-structured interview approach has been made use of for this paper including 11 interview questions (appendix 4). As the interviews are characterised as semi-structured lifeworld interviews, it means that the interview guide included more open-ended questions which are developed based on the themes which we search to gain more knowledge about with the interviews (Kvale & Brinkmann, 2015, p. 185).

The interviews progressed more like an everyday conversation, but with a purpose of obtaining knowledge about the participants' lifeworld and how they perceive the phenomenon. Furthermore, to make the participants comfortable, and the interview questions easy to approach, the questions were designed in a way where we they off by asking easier questions about the consumer and their background. Then the interview questions gradually move on to ask questions which require more in depth answers about consumer attitudes and behaviours regarding blogs and sponsored content from bloggers.

4.5.4 Approaching the Interviews

Different ways of approaching interviews exist, with regards to how open interviewees are about revealing the purpose of the interview. For that reason, the purpose of the interview is disclosed in the beginning and direct questions are asked to the participant right after. However, another way of approaching interviews also exists where more indirect interview questions are asked during the interview while the purpose of the interview is revealed at the end when the interview is over. When conducting the interviews for this paper, we started off by informing the participants about the topic of the interview and what the research is about. This means that we made use of the former interview approach where direct questions were asked right after disclosing the purpose of the interview, in the beginning of the interview (Kvale & Brinkmann, 2015, p. 185).

Furthermore, the interview questions were devised in everyday language with a fairly short and simple structure, to make sure that the interviewees understand the questions as intended (Kvale & Brinkmann, 2015, p. 187). Additionally, different types of interview questions such as *follow-up questions, interpretive questions* and *silence* were used during the interview, to get as much relevant information as possible about the research topic. Follow-up questions were used to extend the answers of the participants e.g., by asking questions about what they have just said and by repeating words that the participants used so they could elaborate on these etc., as this would lead to more in depth answers. Interpretive questions were asked to assure that the interviewer understood the participants' answer right by asking questions such as *"so by this you mean…?"* and *"Is it true that you feel…?"* etc. Lastly, silence was used to give the participants some space to reflect and elaborate on their statements. Other than that this technique also encourages the participants to break the silence with significant information (Kvale & Brinkmann, 2015, pp. 190-191).

The length of the interviews varied between 12 to 36 minutes depending on how much the participants were willing to elaborate on their answers. As for the atmosphere of the interviews, two of the interviews took place over video calls on Skype while the remaining four interviews took place in a normal face-to-face encounter. All interviews were conducted in silent and cosy environments such as the participants' living room, bedroom etc., to make the participants feel comfortable to talk (Kvale & Brinkmann, 2015, p. 37). Furthermore, three of the interviews were conducted in English and the other three interviews were conducted in Danish. The choice of language depended on which language the respondents

felt more comfortable with. Nevertheless, quotations from the Danish interviews were translated into English when used in this thesis.

Lastly, all interviews have been conducted individually by the authors of this thesis, meaning that each author conducted three interviews each, instead of doing them together. The reason for this was because of how the participants of the interviews were located in the country. This means that each author interviewed respondents who they live close to.

Research Ethics: Ethical problems with interviews can occur because the interviewer is entering the private life of the participants (Kvale & Brinkmann, 2015, p. 107). Thus it is important that the interviewer assures the respondent with confidentiality by explaining that the answers will only be used for research purposes. Furthermore, it is also important to introduce the participants to the topic so they know exactly what the interview is about and what they can expect from it, which can also contribute to increasing the occurrence of honesty (Gill, Stewart, Treasure & Chadwick, 2008; Kvale & Brinkmann, 2015, pp. 116-118). Lastly, the interviewer should also ask for permission to record the interview before the interview starts (Kvale & Brinkmann, 2015).

Providing with Trustworthy Data: An important limitation which has been discussed upon through years, about collecting data through interviews, is that eliminating the subjective imprint completely is not possible with this type of data collection. The reason for this is that it is argued that subjectivity both comes into existence when interpreting the data, which is collected, but also when asking leading follow up questions, during the interviews, as these are based on spontaneous and subjective meanings (Kvale & Brinkmann, 2015, pp.86, 226-227).

Another limitation with collecting data through interviews is that participants may not always disclose their real beliefs and thoughts about a given subject, during the interview (Elliott & Elliott, 2003). Therefore, it is important for the interviewer to conduct the interview in an environment where the interviewee feels comfortable to talk about private events freely without feeling the need to hold back (Kvale & Brinkmann, 2015, p. 37). Furthermore, supplementing the data which is collected through interviews with other primary data collection methods such as observations can also help gaining more precise and reliable insights about the research topic (Elliott & Elliott, 2003). Therefore, to minimize imprecise

data collection and obtain useful data for the thesis, we have also conducted netnographic observations which have already been elaborated upon in the beginning of the methodology.

However, to make sure that the provided data is as valid, reliable and generalizable as possible, the next paragraph will elaborate on how the collected data is processed and used for this thesis.

4.6 Validity

Validity refers to whether the interviews, which are conducted, have managed to research what the paper searches to shed light on and whether the results are valid (Kvale & Brinkmann, 2015, p. 155). Qualitative research methods have a subjective nature because of the central role of the researcher, who collects the data. Therefore they have often been debated upon for not reflecting the objective reality (Elliott & Elliott, 2003). Thus it is asserted that validity is used to evaluate whether the results of the research reflect the objective world (Kvale & Brinkmann, 2015, p. 314-315). As data collection with research interviews, which have been used for this thesis, make use of the phenomenological and hermeneutical perspectives that both are of subjective nature (Kvale & Brinkmann, 2015, p. 35, 86), the validity of the results will be evaluated based on the quality of the craftsmanship as well as through other central meanings of objectivity (Kvale & Brinkmann, 2015, p. 317, 319). The quality of craftsmanship can be maintained all the way through the research by having a continuous process control and being critical of the collected data (Kvale & Brinkmann, 2015, Pp. 320-321). Thus validating the research has been done over a continuous process controlling the interview questions, the participants' answers and the interpretations of these continually helped us obtain high quality results.

Furthermore, the transcriptions of the interviews, which have been conducted, are to be found on the appendixes 8-13 of this thesis. We believe that attaching the appendixes adds to the transparency of the results as well, as it will allow the reader to see the data which we, among others, analyse and interpret upon.

Additionally, the fact that this thesis has two authors also adds to the validity of the results because the data which is collected is processed by both authors. This means that the interpretations of the data are more valid, as more than one person has agreed on the meaning of the collected data.

4.6.1 Reliability

Reliability refers to the consistency and reliability of the research results. Therefore, reliability is often dealt with in regards to whether the same results can be reproduced by others. (Kvale & Brinkmann, 2015, Pp. 317-18). As mentioned earlier, qualitative data collection is often criticized by positivists for its subjective nature and not being able to reflect the objective world like it is possible with quantitative data collection. Therefore, positivists assert that qualitative data collection is not reliable enough because it makes use of a subjective approach meaning that the same results cannot be reproduced by other researcher on other times. For that reason, it is claimed that qualitative methods cannot provide with data which is sufficient enough to produce knowledge (Elliott & Elliott, 2003; Kvale & Brinkmann, 2015, Pp. 86, 318).

When looking the data collection of this paper, which is done through interviews by both of us individually, the results of the interviews show that there are similarities in the results which is collected with the interviews. Therefore, we believe that the research results are fairly reliable as the they show a consistency in attitudes and behaviours of the respondents regarding disclosed sponsored content from fashion bloggers.

4.6.2 Generalisability

If the results of a research interview are considered as reasonably valid and reliable, the next step is to find out if the results are primarily of local interest or if they can be transferred to other subjects, situations and contexts (Kvale & Brinkmann, 2015, p. 332) This emphasis on transferability is developed by Kvale & Brinkmann (2015) as an answer to the critiques towards qualitative research about its ability to generalise, because generalisation within qualitative research is based on too few subjects (Kvale & Brinkmann, 2015, p. 333).

Transferability looks at whether the knowledge which is produced in a specific situation can be transferred to other relevant situations, which is the way generalisation happens within qualitative research. In regards to this, three ways of generalisation is developed which is known as: *naturalistic generalisation, static generalisation* and *analytical generalisation* (Kvale & Brinkmann, 2015, Pp. 333-334). In this thesis, we have made use of analytical generalisation as this way of generalising involves a deliberate assessment of to which degree the results of one research can say something about what will happen in another situation.

This means that analytical generalisation is based on the similarities and differences between researches (Kvale & Brinkmann, 2015, p. 334).

As the aim of this thesis is to find out about how disclosed sponsored content from fashion bloggers affect the attitudes and behaviours of the consumers, we conducted six interviews with six different young women who consume fashion blogs. The purpose of this was to find similarities and differences in their answers which would help in drawing generalisations of attitudes and behaviours of young females regarding disclosed sponsored content from fashion bloggers online.

5 Data Collection and Analysis: Observations in the Comment Sections

Observing the comment section of the posts, shows that there are different types of consumers of the blog posts. Therefore, the consumers of each of the three bloggers' sponsored blog posts which we have chosen for the netnographic analysis will now be analysed. The consumers of the blog posts will be analysed using Kozinets' four categorizations of online communities, which he has divided based on their level of involvement (Kozinets, 2009).

5.1 Blog Post 1: Lydia Elise Millen (Appendix 5)

Appendix 5 shows a screenshot of Lydia's blog post. As the post is marked as *"paid partnership with lorealmakeup"* in the top section, it makes it clear for the consumers that the content is sponsored. As for the content of the post, Lydia has attached photos of herself wearing the Loreal makeup as well as photos of the products which she is wearing on the post. Under the photos, she has made a description where she, among others, explains her motivations for trying out the Loreal makeup, which products from the line she is wearing and which products are her favourite. Thus the whole post with the photos and the descriptive text works as an advertisement which promotes the new line of products from Loreal makeup.

When looking at the consumers of the blog post using Kozinets' categorizations, all of the four types of consumers which Kozinets describes are to be found under the post.

Firstly, we can see that 16,956 people have liked the post, these can be categorised as the *tourists* as they lack strong ties and deep interest in the consumption activity. However, as there are 205 comments under the post, we assume that those who have left a comment under the photo have also liked the post. Thus it is important to stress that the tourists are those who have either seen and ignored the post or just liked it without leaving a comment in the comments section.

When looking closer at the consumers in the comments section, we can see that a majority of the consumers fall under the *minglers* category, because they have left comments such as *"You look absolutely beautiful xx"* (Instagram.com D), *"Your skin looks amazing"* (Instagram.com D) and *"Your skin looks unreal!! Congrats on a wonderful campaign with Loreal lovely - you're killing it"* (Instagram D) etc., which are more about the blogger and not

the products which are shown. Therefore, consumers who leave such comments are categorised as minglers because they have strong ties to the blogger with minimal interest in the consumption activity which are the products that are shown.

However, we have found that two types of minglers are to be found in the comments section, one of them are the more positive minglers which are those who have just been described, where the second type of minglers are those who have a more critical and negative view of the content, even though they show a strong tie to the blogger. These minglers have left comments such as *"Can you do some reviews of makeup not tested on animals please?"* (Instagram D) and *"100% guarantee you'll never wear/show these products again in your vlogs lol but that's ok haha I also love your high end recommendations"* (Instagram D). The first comment shows a more critical view to the blog post as it addresses ethical problems with the post because the L'oreal tests on animals. The second comment implies that there is a mismatch between the blogger's style and what she promotes thus indicating that she is doing it for the money, because Lydia is known as a blogger who tend to consume high end products which is contrary to what she promotes in this post, as Loreal is a high street brand.

Devotees are the third category of consumers which are also to be found in the comments section of Lydia's post. Devotees have left comments such as *"Love the packaging! And the products indeed look great! Loreal keeps getting better and better"* (Instagram D), *"Can't wait to try this line!"* and *"Are these available in the USA?"* (Instagram D) etc., which are comments that indicate a strong interest in the products with less attachment to the blogger. Therefore, consumers leaving these types of comments can be categories as devotees as they strong consumption interest with few attachment to the online group, which is the blogger and her platform.

Lastly, *insiders* are also to be found in the comments section. Insiders are those who have left comments such as *"Absolutely stunning @Lydiaemillen can't wait to try these products!"* (Instagram D), *"I love all the products I've tried that you've ever recommended so this is definitely a must buy for me! Loreal is affordable as well!:)"* (Instagram D) and *"@Lydiaemillen absolute GODDESS. Please could you film a video on your channel recreating this?! I've never seen anyone pull off the natural look as well as you do"* (Instagram D). As consumers leaving such comments both have strong ties to the online

group which is Lydia and her platform as well as the consumption activity which are the products, these consumers are categorised as insiders.

5.2 Blog Post 2: Alexandrea Garza (Appendix 6)

Appendix 6 contains a screenshot of Alexandrea's blog post where she shows a new makeup product from the brand Origins. Under the post she has made a description where she, among others, states that she loves the product and how it makes her skin feel. In the descriptive text she has inserted a hashtag which indicates that it is an ad, which makes it clear for the consumers that the content is sponsored. Thus the post is an advertisement where Alexandrea promotes the brand Origins and their new makeup product.

When looking at the consumers of the blog post, all four of Kozinets' consumer categories are also to be found in the comments section of this post.

Alexandrea's post has got 8,652 likes, the *tourists* are thus those who have only liked the post without leaving a comment in the comments section of the post, because are those consumers who do not have strong ties to the blogger nor a deep interest in the consumption activity.

When looking further in the comments section, we see that the majority of the consumers of this blog post are *minglers* also, as they have left comments such as *"You are the prettiest!"* (Instagram.com E) and *"You seriously have the best skin!!!!"* (Instagram.com E) as these types of comments indicate a big interest in the blogger compared to the product which is shown.

Devotees are also to be found under Alexandrea's post as they are the ones who have left comments such as *"It's so hard finding a good primer that compliments liquid foundation. I haven't found a good one yet. I'll have to give this a try:)"* (Instagram.com E) and *"Does it have skincare benefits also? I'm looking for a new primer!"* (Instagram.com E). As these comments only show a strong consumption interest and less attachment to the blogger, these types of comments in the comments section, are left from those consumers which are categorised as minglers.

Lastly, the insiders are also to be found under this post which are evident with comments such as *"Love origins!...Can you include in a video some affordable (under $100) handbags that*

you think are cute? Congrats on baby… Being a mom of a boy is so fun:)" (Instagram.com E) which indicate strong ties to product and the blogger.

5.3 Blog Post 3: Sandra Willer (Appendix 7)

Lastly, on appendix 7 we see a blog post from the third blogger where she is wearing a set of clothes from the online fashion brand Nelly. The top section of the post is marked as *"paid partnership with nellycom"* (Instagram.com F) which makes it obvious for the consumers that the post is sponsored. Under the photo Sandra has made a short description where she, among others, tells that she loves this type of clothing and where the items are from. Thus the post works as an advertisement where the blogger promotes the Nelly brand and some of their clothing items.

When looking closer at the consumers of the blog post, we again see the *tourists* among those out of the 6,151 people who have only liked the post without leaving a comment under the photo, because this category of people are not too interested in the blogger and neither the consumption activity.

Minglers are again the largest group of consumers under the post who are making themselves apparent with comments such as *"Wauw Sandra!"* (Instagram.com F), *"Simply stunning"* (Instagram.com F) and *"Very beautiful"* (Instagram.com F) etc., that show minimal interest in the product but stronger social ties to the blogger, as they compliment her without mentioning anything about the products that are shown in the post.

The *devotees* are also apparent in the comments section as they have left comments such as *"What is the name of the set?"* (Instagram F) and *"What size have you chosen?"* (Instagram F) etc., as they have a stronger interest in the consumption activity than they have to the blogger.

However, under this post there are no *insiders* in the comments section, as none of the consumer in the comments section expresses a strong tie both to the blogger and the consumption activity at the same time.

5.4 Findings with the Netnographic Analysis

To sum up Kozinets' four consumer categorizations helped define the types of consumers who consume the bloggers' sponsored blog posts. Under Lydia and Alexandrea's blog posts all four categories *tourists, minglers, devotees* and *insiders* were to be found. However this was not the case with Sandra's blog post, as the insiders were missing there, which means that there were no consumers who have both strong ties to her and the consumption activity at the same time, under the blog post.

The findings with the netnographic analysis shows that the consumers who have commented the posts mostly have a good attitude towards the sponsored content, as their comments are fairly positive. Some of them even express interest in purchasing the product/products which are shown by asking questions about the size which the blogger is wearing, the availability of the products in their country and also compliments the blogger for usually giving good recommendations.

However, there are a few instances in the comment section where consumers do not have a positive impression of the sponsored content. This is the case with two consumers under Lydia's post. One of them expresses criticism by addressing ethical problems about the brand because the brand tests their products on animals. The other consumer expresses that there is a mismatch between the blogger's style and the sponsor thus indicating that Lydia is showing these products with the motivation of earning money. This shows that the consumer feels that there is a lack of trust to the blogger because it seems like the sponsored content does not carry Lydia's honest opinion, as she promotes a product which does not fit in to her style.

Overall the blog posts is a lot about the blogger, as most of the comments in the comments section are from *minglers* who give the blogger a lot of compliments about their looks and personality and furthermore expresses that they trust what the blogger recommends. However, ethics and a match between the blogger's style and the brand persona is important especially when doing sponsored content, because our finds show that the opposite can lead to criticism from consumers as these can make the blogger appear dishonest with their recommendations.

6 Why do Consumers Choose to Consume Blogging Content?

This sub question will now look closer at the blog consumers' consumption of blogs, with the aim of creating an understanding of why they make use of these.

6.1 Time Usage and Platforms

In order to gain an overview of the interviewees' consumption habits when it comes to blogs, the interviewees were asked how much time they spend reading or viewing blog content on a daily basis. For many of the interviewees, the consumption of blog content was a daily event as it is well portrayed by AM: *"I probably look at their blogs everyday* (A12: 03:19). For many of the interviewees the consumption of blogging content could be very frequently and some even portrayed it as an addiction, just like YB: *"I check it every hour. All the time. It is kind of an addiction"* (A9: 01:57).

Furthermore, the interviewees were also asked about what platforms they use to find bloggers and consume their content. When asked about this, most of the interviewees used the same platforms. Instagram was the clear favorite and was used by all of the participants. Some of the interviewees only used Instagram even though they knew the bloggers they followed, also had regular blogs on a website as explained by SS: *"I would say I use blogs, but the only way I use blogs is through Instagram, so some of the influencers* (with blogs) *I follow on Instagram* (A11: 00:27).

Another platform which is used by many of the interviewees is YouTube. One of the interviewees, MJ, had actually stopped reading regular blogs since she discovered that the content she wanted to read was also available on YouTube: *"I started with blogs, those you read. But as soon as I found out that blogging content were also available on YouTube I started watching it there instead. On YouTube you do not need to consider anything, you can just watch it"* (A8: 04:36). Another interviewee, MA, pointed out that YouTube is a platform where she can consume blogging content for hours at the time: *"I can be using it up to two hours a day. But it differs from day to day, sometimes I do not have time at all and some other days I do not have anything to do and I can be watching it all day. That is mostly YouTube though"* (A12: 03:19).

When looking at all the findings regarding the participants' time usage and platforms used for blogging consumption, a clear pattern was revealed. All of the interviewees use Instagram as

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a platform to follow bloggers, and YouTube is the second platform which is used by three of the six participants. Surprisingly, the traditional blog, in text form, comes in as the least used platform as it is only used by two of the interviewees.

Although different platforms are used to consume blogger content, there is no significant difference in the amount of time spent. Every interviewee consumes content on a daily basis no matter the platform. Instagram seems to be used several times a day, which makes sense considering that Instagram consists of content which is usually just photos with short descriptions, or videos shorter than one minute. It seems that because Instagram can be easily used on a mobile device and thus checked easily, that it helps to make it the most frequent used platform by the interviewees.

None of the participants have expressed that they use Instagram for several hours in a row. On YouTube, however, several of the interviewees have said that they can spend several hours in a row watching blogging content. These findings suggest that the platform used by the consumer can say a lot about the general time usage: Instagram is used regularly on a daily basis and often during the small breaks of the day. YouTube and the written blog is used as a free time activity and can be used for several hours at a time.

6.1.1 Blog Topics

The interviewees were also asked to specify the topics of the blogs they follow and read. Since this thesis focuses on the topic of fashion, it is essential that the data used revolves around this topic in one form or another.

When asking the interviewees about what topics the blogs they consume revolve around, we got different answers. Some of the interviewees had a limited range of topics like SS: "*Beauty and fashion actually, almost only*" (A11: 02:29).

Most of the interviewees followed a variety of bloggers with different topics as said by MA: "*It is mostly fashion and beauty. And also sometimes food blogs. Food and travel blogs are in the small department but mostly fashion and beauty*". (A12: 04:04). Another interviewee, MJ, also stated that fashion was the primary topic with several secondary topics: *"It is definitely fashion. And then it is lifestyle. But I can just as well look at entertaining content. For instance, a funny video. So it is a mix.* (A8: 07:41)

This variety of secondary topics are important to note, because all of the participants mention them. Especially, lifestyle which is mentioned by several of the interviewees. Although lifestyle is a wide and unspecific topic, all the participants point out that often this is related to topics such as food, travel or fitness. The common denominator for all of the interviewees is fashion as explained by MD: "*Lifestyle is the main topic. When I think about what types of blogs I follow it is clear that it typically revolves around the topic of lifestyle and people portraying their fitness training. And then it often becomes more than that, for instance fashion*" (A10: 02:35)

Thus, fashion is a topic that all the participants follow actively in some form. From some of the interviewees the main topic is lifestyle or fitness with fashion as the secondary topic, and for most of them it revolves around fashion as a main topic with secondary topics.

6.1.2 Consumer Motivation Patterns

As previously concluded, all the interviewees consume blogging content on a daily basis. With an outset in the framework presented by Shao (2008), in the literature review regarding consumer motivations for blogging consumption, we will now analyse the different motivations for consumption of blogs among the participants.

Firstly, the framework presented, argues that consumers can consume content for inspiration, information and entertainment. Second, the consumer can consume content in order to participate in a virtual community and lastly, produce content for self-expression and self-actualization purposes.

When asked about why they consume blogs content all the interviewees stated that the main purpose, in regards to fashion blogs, is to get inspiration for clothes, jewelry and makeup as illustrated in the following quotes from SS, MJ and YB:

"*I actually only follow beauty and fashion related blogs, and I do that to get inspiration for which clothes to buy and what is "in" and what is not, in fashion. And the same with beauty products*" (A11: 00.58)

"*The most often motivation for me is to get inspiration in regards to fashion, clothes, style, makeup and jewelry*" (A8: 01:25)

"*It is just for inspiration, it is inspiration for fashion, inspiration for buying new makeup products***"** (A9: 02:13)

These quotes represent the general motivation for content consumption among the participants. Examples of such content were given by many of the participants such as makeup tutorials on YouTube and inspiration on various topics within fashion. Especially Instagram was highlighted to be a good source for inspiration, because of the visual nature of the platform as explained by MA:

"*I do not see myself as very creative in my own personal style. So for me, it is nice to be able to look at pictures and see "okay you can do that" or "can I have those shoes to that outfit"* (A13: 18:09).

Besides inspiration, some interviewees also expressed that they use bloggers in order to get reviews of different products and that they actively seek the blogger's opinion of some products as explained by SS: "*And sometimes I actively go out and seek reviews on blogs or also YouTube on stuff about stuff I want to buy.*" (A11: 00:58)

Finally, a few of the interviewees also expressed a great deal of motivation in regards to the entertainment value of the blogger as expressed by AM: "*I find the blogs I read interesting because of the people who write them. I think the bloggers are interesting on their own and that the content they make is hilarious"* (A13: 02.04). The entertaining value was also an important factor for some of the interviewees when they had to decide whether they would follow the blogger or not, as explained by MD: "*Sometimes I scroll through content via the "explorer"-function on Instagram and if I find the content funny I will usually take a look at their profile and see if their content in general is funny and entertaining. If it is, then I am more likely to follow them"* (A10: 01:31).

While entertainment, for some of the interviewees, were related to whether the content was funny or not, some of the interviewees also expressed that the entertainment value could be grounded in other things. MA especially expressed that blogging consumption in many ways was seen as a "time off" and thus used as a way of relaxing: *I mostly use them* (blogs) *as a free time relaxing thing. It is just whenever I will like winding down. For instance going to YouTube or read a blog. It is just like a "me time" for relaxing"* (A12: 00:50).

Based on the interview findings, it is clear that there is a very consistent pattern in terms of what motivates the interviewees to consume blogging content.

As previously mentioned, the framework used by Shao (2008) divides consumption into three different categories and motivations. The most dominant motivation expressed by the participants is clearly consumption for *information, inspiration* and *entertainment.* All of the participants mentioned inspiration as the first thing when it came to the general consumption of blogs. When using interpretive questions to follow up on the answers, many of the participants further explained different motivations as seen above in the interview quotes. Therefore, it can be concluded that besides inspiration, many of the participants also values information, e.g., reviews, but also see the entertainment value of the content as an important factor. As mentioned, some of the interviewees even expressed that they perceive entertainment as an important factor for whether they chose to follow the blogger and thus keep consuming their content.

Surprisingly, none of the interviewees expressed any motivation to what is described in the framework by Shao (2008) as *participating* i.e., participate in online blogging communities. The lack of evidence towards this behaviour, suggests that the interviewees for this thesis only consume blogging content for their own sake and not to engage in community activities with like-minded members. However, when looking at the netnographic findings, we can see that consumers of blogging content participate by commenting under the post of the bloggers. Thus the netnographic study shows another type of consumer motivation where commenting and participation seems to play a larger part, than that shown by the interviews.

6.1.3 The Personal Aspect

When doing the interviews it quickly became apparent that the consumers' perception of the blogger plays a big part in understanding the relationship between the consumer and the blogger. When asked what parameters are important when choosing who to follow and who not to, the interviewees showed a clear pattern i.e., the personality of the blogger is important. As previously presented in the literature review the extended self, in the digital world also mentioned as the digital self, is manifested through our online activities. Pages we like and personalities we follow will in many cases reflect our desired- or actual-self. The interviews

revealed on many occasions that such behaviour does indeed happen, and that the blogger is constantly evaluated by the consumer to find out if he/she matches the self of the consumer.

One such example is given by SS, who explains how she evaluates a blogger and the content to find out if she likes the content or not: "*Actually, if I see a new person, which I do on Instagram because they have this explore tap where you see new people, and also some of the pages I follow are pages that promote different types of bloggers and such. I will see someone new and first of all I will see "do I like the photo?", "do I like the person and whatever they are wearing, their makeup or whatever they are about?" and then I actually go on to their page and I will check some of their photos and see; okay if it is a fashion blogger for example, I will go and see what are they wearing on their photos, is it something that I like?*" (A11: 03:10).

In this quote it is clear to see that SS focuses on the immediate style of the blogger, but whether she will actually follow the blogger and continue to consume the content is then explained: "*So I will check if their styles matches mine, and what I like, what type of product they use and who they are. Very often I feel like what happens is that you end up following someone who maybe resembles yourself, so for me personally I follow people who maybe wear things that I feel would look nice on myself too, who also have the same ethnicity as me or maybe the same skin color because you kind of feel like you can relate more to them.*" (A11: 03:10).

This suggest that SS wishes to portray her actual or desired-self through the bloggers she follow. What is interesting in this example, is that SS not only judges the personal traits of the blogger but also evaluates the physical appearance of the blogger as a factor i.e., styles and skin color. The need to be able to identify her self with the content and the blogger, thus becomes a critical factor for whether she will consume the content or not.

This behaviour of identifying with the blogger is expressed by many of the interviewees in different forms. MA explains in this quote what she values in a blogger:

(MA): "*For me it is important that the person seem genuine and likeable and does not try to be someone who they are not.*"

(SC): "*Maybe someone you can relate to in a way?*"

(MA): "*Definitely, someone I can relate to.*" (A12: 05:59)

These findings suggest that the consumers find the personality traits, and whether the blogger is perceived as "likable" by the consumers, as the greatest factor when choosing what content to consume and bloggers to follow. Another example that points to this conclusion is given by MJ: "*I think their personality is the most important thing. If I do not like them as a person, I do not want to look at their content because then it annoys me and their content then becomes irrelevant because I do not like them*" (A8: 09:31).

Another perspective on how the personal traits are important is given by AM: "*The most important is that I feel that they are real. By that I mean that they have to give a piece of themselves so I feel I kind of know them. That is the most important.*" (A13: 04:50)

Furthermore, the interviews suggest that the reflection of the consumer's self is not only seen as a one time thing when choosing who to follow. MD explained how this could also be done after having followed a specific blogger for an extended period of time: "*Yes for me it is the most important thing* (personality). *I also followed another blogger who portrayed her lifestyle. She did some fitness and fashion blogs. I'm not even quite sure why I followed her to begin with but I thought she was very funny. Anyway, she got a new job recently and has completely changed her personality, I think. So I actually unfollowed her because she now annoys me*" (A10: 04:19).

When the interview questions were made one of the follow-up questions of how the participants would choose what blogger to followed, was if the amount of followers or how long the blogger had been blogging was a factor when they had to choose what blogger to follow. Based on these findings, however, it is very clear that the interviewees judge the bloggers' personality traits and that this becomes the primary factor of whether or not they decide to follow and consume the bloggers' content. How this process is done varies a bit from each participant. For instance, SS would also take the blogger's style and physical appearance into consideration when determining whether the blogger and his/her content is interesting. Only one of the interviewees, YB, mentioned the amount of followers as a way of determining whether she would follow them or not: "*Well, it is important for me that they have a lot of followers, because it feels more trustworthy when they have a lot of followers.*" (A9: 02:48).

Another interviewee, MA, mentioned the amount of followers as a possible factor, but then again pointed out that the blogger needs to be genuine: "*I think I tend to be following the ones*

that are huge because they get recommended on the platforms. And then I watch the person, and if I think they seem genuine, then I will follow them." (A12: 04:56).

The terms *"genuine"*, *"trustworthy"*, *"likeable"*, *"good personality"*, *"someone I can relate to"* and *"someone I can identify with"* all point to the conclusion that in one way or another, consumers seek bloggers who portray their own self or at least what they believe to be their own.

Thus, it can be concluded that the participants' digital selves in terms of which bloggers they follow are carefully selected. The bloggers' portrayed self is compared to the consumers' actual- or desired-self and if these match, on a personal level, the consumer are more likely to like the blogger and then consume their content. Furthermore, examples have been found that this process is ongoing through the "relationship" between the blogger and the consumer. This is seen in the example above where MD will unfollow the blogger if the match between the two selves is no longer present.

6. 2 Which Factors Affect the Attitudes and Behaviours of the Consumer Regarding the Blogger and the Sponsor?

With this sub question, we will look closer at the factors which affect consumer attitudes and behaviours regarding sponsored content from bloggers.

6.2.1 Consumer Reactions to Sponsored Content

The key goal of advertising is to change consumer behaviour, therefore the *source* is very important for this to happen, because the source is who communicates the advertisement message. As this thesis looks at how disclosed sponsored content from bloggers affect the attitudes and behaviours of consumers, the source is the blogger in this case, because the blogger is the medium that communicates the advertising message for the different brands that sponsors their content.

As mentioned earlier, reports show that 81% of consumers seek for advice through social sites before making a purchase, and 74% of those who received advice from social sites found that the advice have an influence on their purchase decision (clickz.com). Therefore, bloggers can have a vital influence on consumer purchase decisions, when buying certain products, as bloggers can persuade consumers with their trustworthiness and reputation to help minimize the *transaction risk* which the consumers take, when deciding to buy a product.

However, it is interesting to see if consumers still see bloggers as a trustworthy source, when it is now apparent that the recommendations they make are sponsored. Therefore, we will now analyse how consumers react to disclosed sponsored content from bloggers, to see if blogger recommendations are still as effective when consumers can see that the content is sponsored.

Looking at the answers from the interview participants they show that there are both positive and negative attitudes and behaviours towards sponsored blogger recommendations. However, most of the participants do not show that high of an interest, when the blogger recommends a product through content which is sponsored.

When asking YB about how sponsored content influences her, and whether she has bought anything sponsored which a blogger has recommended, she answers: *"Well (...) I do not find it convincing because I know that it is sponsored, and the reason I do not feel that it is convincing is because it is not something that they write or say themselves about the products,*

it is a set up. I mean they have been told what they should write under the picture, or what they should say in the video" (A9: 03:15) and continues *"…The reason I have not bought it is because it is sponsored. I do not feel it is reliable. The reason I do not find it reliable is because the product they have is kind of a gift and it is not something that they go out and buy themselves"* (A9: 4:13). YB's answers show that she is not convinced to buy the products, when the content is sponsored, because she does not find it reliable and it seems like a setup to her. However, she describes that she has bought a non-sponsored recommendation from a blogger before with the following words: *"I only did it once. It was a YouTube blogger. It was something she recommended, it did not seem like it was sponsored from a brand"* (A9: 04:54) and continues *"It was a makeup product, a Laura Mercier translucent powder. She recommended it because she used it to set her makeup, and when I looked at the comments a lot of people agreed that is was a good product, and that is why I actually bought it"* (A9: 05:06). YB's answer shows that she is willing to buy a product only, when it is non-sponsored and when there are supplementing positive comments about the product in the comments section as well. The reason for this is because she explains that the product recommendation feels more reliable when it is not a sponsored recommendation, and when other consumers also express that they like the product.

When looking at MD's answers, she also expresses that sponsored content makes her uninterested in the products: *"I think that it is really good that it is now apparent when the content is sponsored. But it is also one of the reasons why I ignore them* (the sponsored content)*"* (A10: 05:36). When asking MD if she ignores the posts because the purpose is to sell her something her answer is: *"Yes"* (A10. 07:29). Then she further explains that she has not bought something which is sponsored before: with the following: *"Hmm not directly, I have seen things on the internet and then bought it"* (A10: 07:58) and elaborates *"The fact that I know that it is a influencer thing makes me realize that I should not fall into the trap"* (A:10: 08:03) and explains *"…When you can see that it is sponsored versus when it is not, then I only get inspired from it"* (A10: 08:23) and continues *"…but in regards to how I feel about it when it is sponsored, then I think that the fact that I can see that it is sponsored makes me become less inspired from it"* (A10: 08:37).

However, MD also explains that there can be some exceptions to this, if she really likes the blogger: *"Yes, it is because I like them. I think for me it also says something if those who have*

chosen to sponsor the different bloggers take a decision of who they want to sponsor. They think "who do we want to be seen through?" and there I e.g., think about HelseMathilde who I think is so damn cool and honest. And then I think it is cool when brands want to make a sponsorship with her and her personality. So if I do not like the blogger, then I think that "if you are going to sell through her, whom I do not like, then I am not willing to buy the product" (A10: 09:19).

Thus MD's answers show that she tends to ignore the sponsored content and only gets a little inspiration from it when it is sponsored. However, if it is a blogger that she really likes and thinks is very honest, MD perceives it positively, when a company can sponsor this blogger because she will come with her honest opinion.

Just like MD, SS also explains that she has two different views to sponsored content *"So, I would say it is in two ways…It is funny because I have always known of course that bloggers make money based on brands sponsoring their content and paying them to post about their products, but ever since it has become very visible and you see that it says sponsored, I just think that it takes away some of the legitimacy. Because I think that a lot of us see these bloggers as someone who is trustworthy and we believe their reviews* (A11: 04:46). Her first view is that she thinks that the sponsored content takes away some of the legitimacy of the bloggers, as bloggers are usually seen as trustworthy people whose opinions and recommendations you can believe.

However, SS also has another view on the sponsored content which she explains in the following: "*Also because bloggers do not only post about clothes and fashion, it kind of happens today that they post about their lives and their values and what they do every day. So a lot of the things they actually also post about is not necessarily fashion related, it is actually about getting to know the person. So sometimes even though you do know that they are paid, you think "okay, if this person recommends something, then they are kind of like a specialist in that field, so they are probably right in what they are saying"* (A11: 04:46). Thus, SS further explains that the fact that the bloggers also expose a lot about their everyday lives to the consumers makes the consumers get to see their personality and values. Therefore, sometimes when the content is sponsored, it can still be convincing because the blogger is a specialist in their field and therefore it is assumed that they know what they talk about.

However, SS elaborates "*When it says sponsored it kind of turns me off a bit because I feel like "okay, they are being paid for saying this, like every word they are writing they is being paid for so I cannot trust them"* (A11: 04:46) and adds *"I do feel like it is like an advertisement. The reason why I follow these influencers or bloggers is because I trust their taste and their recommendations, but I know when it is sponsored, for me, it is no different than just seeing an advertisement on the TV. That is always something that you just ignore"* (A11: 10:06). Lastly, when asking SS if she has bought something which is sponsored before, her answer is*: I actually do not think I have. Maybe I have… It also depends on how it is formulated I would say. Those that just says 'paid partnership' and I know that, that is like a legal requirement now, and says 'sponsored' as the first hashtag then you are like "okay, nah, I will just skip it", but some of them they say things like "in collaboration with this brand - even though it is a collaboration, it is still my own opinion"…Then I am more inclined about the product but I do not think that I have ever bought anything from those posts that clearly say that they are sponsored"* (A11: 09:00).

SS' answers show that she has different views on sponsored content. She mostly thinks that the sponsored content takes away the legitimacy and it feels a lot like an advertisement on the TV, which she tends to skip. However, the blogger's personality and the way the sponsored content is formulated are also important for SS, as together these can make SS more inclined about the product. Yet she does not think that she has ever bought something from a post which clearly said sponsored on it.

When looking at MA's answers regarding her reactions to sponsored content, she answers: *"Hmm. Mostly it does not do much for me. I seem to be more attracted towards the non-sponsored posts or videos"* (A12: 06:11) and explains: "*I think it is because they* (the non-sponsored posts) *are honestly more genuine. And that speaks to me more. Instead of sponsorships which on a lot of levels is a lot like adverts and commercials"* (A12: 06:41*).* MA elaborates on this with the following: *"I get that they have to earn their money. It is kind of the same way as I do not pay attention to commercials on TV" (A12: 07:23)* and adds *"I do read into it if I think it is interesting but I have not experienced yet that I have been intrigued by a sponsored post"* (A12: 07:37).

When asking MA if she has ever bought something which was sponsored she answers: *"No, I do not think so. Not yet"* (A12: 08:41) and adds: *"I think it is a combination of me not being*

the biggest consumer and not the biggest impulsive buyer. And the other I think is that it is not so genuine. I just do not find it interesting" (A12: 08:54). Thus, MA's answers show that the sponsored content from bloggers do not catch her interest, because she thinks that they do not seem genuine and, just like SS said earlier, MA also thinks that the sponsored posts remind of advertisements on the TV. Therefore, she is more attracted to non-sponsored recommendations, as she finds that those are more genuine.

The responses from YB, MD, SS and MA show that they are not interested in, and tend to ignore, the sponsored posts because they do not feel like the content is genuine. Therefore, they have not bought anything which is sponsored before. However, the respondents MJ and AM express that they have bought something before which were recommended by bloggers, despite the fact that the contents were sponsored. We will now look closer at MJ and AM's argumentations.

When asking MJ about her thoughts regarding sponsored content she answers: *"I have different thoughts about it. On one side I do not care at all. But it depends on the personality. If I have come to realise that if I think that the person is authentic and genuine, then I feel like the content which this person posts is something they can vouch for. However, I have e.g., seen a blogger where it really becomes fake. She has different sponsors and she often posts a lot of photos with a lot of clothes and then a week later she sells the clothes on her "things for sale" account. I feel like this makes her lose her trustworthiness, because then it feels like she only does it for the money"* (A8: 11:55). With this quote, MJ emphasizes that personality plays a determinant factor when she decides whether or not to be influenced by a sponsored post. She explains that if she likes the blogger and feels like she is authentic and genuine with the sponsored posts, then she has a positive attitude towards it. However, she explains that she has experienced that she has seen one blogger who just accepts a lot of sponsorship deals where she sells the clothes shortly after showing them on a post, on her other account where she sells her old clothes. For MJ, this can make the blogger seem less authentic and trustworthy. Therefore, it can be concluded that trust and authenticity is important for MJ, in order for her to make a purchase influenced by a blog post, which is sponsored.

Hence when asking MJ if she has ever bought something which was sponsored she answers: *"Yes, I have because most of the things which they post are sponsored...Two things I think, if*

not more. I have a few things which I bought because I saw it and thought it looked good. I also think that it is nice that you can see it (the items) *on a real model and say "hey, this is how it looks in real life". I think that is nice, rather than seeing it on a mannequin. For example, there is also a website which I have not heard of before, but got to know through two bloggers. This website is now one of my favourites for shopping. The same goes for makeup. I have bought a lot of makeup. There was a period in the autumn where I started watching a lot of how to* (makeup) *videos and which products are good. I felt like I was very controlled by this for a period, but I would say that I have distanced myself from it now"* (A8: 15:20). This shows that MJ is open for the idea of buying items which are sponsored, as she has bought a few things before. However, as she answered earlier, personality and authenticity has a lot to say, in order for her to get influenced by the sponsored posts from the bloggers.

Lastly, when looking at AM's reactions to sponsored content from bloggers, she expresses that she has different views on it as well, which she explains in the following: *"...I understand that as a professional blogger, one has to make sponsored content in order to have a job...95 % of the time I think it is very annoying that they force something on you because they start writing about something private and then they start talking about e.g., Läkerol... Like come on, I am sitting here and reading about something which I actually find very interesting... and then you start throwing in somethings about a product... Then I instantly leave it there. Or I only read the parts of it* (the blogpost) *where I think there is some content away from the advertisement part"* (A13: 06:20). However, AM explains that there have been instances where she has read about something sponsored which has caught her interest: *"It also happens that they write about something sponsored which e.g., could be a product, where I have thought... "Ehm, those are some nice shoes" where it actually influences me to a degree where I actually go in and read about it. The fact that I am a student and often cannot afford it is another thing. But it makes me curious about the products, but most of the time I think it is annoying"* (A13: 06:20) and adds: *"And also because...Well... I think that there is also an environmental responsibility which they never address, they encourage upselling on all types of stuff which we do not need at all... I feel that I am getting more aware of this, thus I more and more start ignoring the sponsored contents"* (A13: 08:02).

However, when asking AM about whether she has bought anything which is sponsored before, she answers: *"I am pretty sure that I have. I will not be able to tell what it was precisely…But I can tell you that they have advertised or written about something which I found interesting and maybe needed or thought I should give a try…I am pretty sure that I have done that"* (A13: 08:33). When asked whether it makes a difference for her that the bloggers now have to make it visible when the posts are sponsored, AM answers: *"Yes, a lot…Depending on which mood I am in, when I read the blog. If it says sponsored in the beginning, then I can easily filter it out…I am very happy that it is like this now, then I can filter a lot of it out… When I get to the end of the post… I do not feel like "ah okay, so you just wrote all the other things to make me buy something". So I feel less fooled"* (A13: 09:11).

AM expresses that she understands that the bloggers have to make sponsored content, as blogging is their job and they need to earn money. However, most of the time she thinks that it is annoying to see the sponsored contents, although she finds herself reading into some of the interesting ones now and again. She also says that she has bought some things which she has seen from sponsored contents before, but she is happy that the bloggers now has to disclose it, when the contents which they show are sponsored, as it helps her filter out and avoid most of it.

Additionally, AM also addresses some ethical problems with the sponsored content as she states that there is an environmental responsibility with all these sponsored contents which she thinks the bloggers should address instead of encouraging upselling. This finding reminds of one of our findings with the netnographic analysis, where one of the comments under Lydia's blog post says *"Can you do some reviews of makeup not tested on animals please?"* (Instagram D). This consumer also addresses an ethical problem with promoting a brand which tests on animals meaning that the blogger should take more responsibility, instead of only doing sponsored content for the money. Furthermore, it also expresses that this consumer is not convinced with the sponsored post from the blogger.

Overall, when looking at the responses of the interviewees they show that most of the interviewees are hesitant about the sponsored content, as they feel like the sponsored posts are less genuine and authentic, and more as something bloggers do to earn money. Therefore, most of the interviewees avoid the sponsored content meaning that they tend to skip the posts and not buy anything which is sponsored. On the other hand, two of the respondents tell that

they have bought things they have seen from sponsored contents before. However they still state that they are hesitant about sponsored content, as they only believe bloggers who have a personality they really like and find authentic. Furthermore, they also try to filter out some of the sponsored content, as they believe that some bloggers only do it for the money and without taking enough responsibility about ethical problems.

Thus, the findings show that trust and credibility are very important for the consumers, as the consumers either avoid sponsored content completely, because they do not trust the motives behind them, or they choose to buy sponsored products if they find the blogger's personality trustworthy and authentic. But none of the respondents accept sponsored content without having some sort of scepticism towards them. Therefore, it can also be concluded that sponsored content is not the most effective source of information for consumers if they seek to minimize the transaction risk, when buying a product, because consumers tend to not think that the sponsored is less genuine than the non-sponsored ones.

6.2.2 Resistance to Persuasive Messages

The analysis of the consumer reaction to sponsored content, shows that there is a lot of resistance from consumers towards the persuasive messages coming from bloggers who are posting sponsored content. As mentioned earlier, persuasive intent such as sponsored blog posts can create resistance towards the source and the message in the three ways:

1. Cue effect
2. Objective processing
3. Biased processing (Petty & Casioppo, 1979)

We will now look closer at the types of resistance which occur among the consumers, when they see sponsored content from bloggers.

Cue effect is one of the resistance types which happens among some of the consumers such as SS, MD, YB, MA and AM, as their negative response to the sponsored content usually leads to discarding the message of the sponsored post directly by skipping it or filtering it out. Therefore, this response often leaves the message of the sponsored posts unread or not understood nor processed by the consumer.

Objective processing is also a resistance type which happens among all of the consumers both those who avoid the sponsored contents completely but also among those who buy things shown in the sponsored content. The reason for this is because all of the respondents who see a sponsored content process it with a critical standpoint, no matter if they buy or not. Therefore, the text and message is often delivered, however, the reader might not accept it. If the argument is strongly made, the reader might accept the message which is the case with MJ and AM, who have bought things which they have seen from sponsored content before. Nevertheless, if the arguments are weak it will result in more resistance which is the case with SS, MD, YB and MA as they have never bought anything which they have seen on sponsored contents from bloggers before.

Biased processing is apparent consumers counter argue the message which is delivered because it is of a persuasive nature. In a blogging setting this could be when a reader reacts e.g., in the comments of a sponsored post. We saw this happening, when doing the netnographic analysis, as there was a comment from one of the respondents who reacted to the sponsored content from Lydia in a negative way, as she addressed ethical problems with promoting a makeup brand which tests on animals (Instagram.com D).

Lastly, the different types of resistance tell us something about the blogger-consumer relationship, because resistance to persuasive messages tend to occur within topics which the reader finds important or involving. Susceptibility, on the other hand, is likely to occur when the topics are of low interest or personal relevance for the consumer. For that reason, it can be concluded that the topics of the persuasive message are important for most of the interviewees, as the findings show that most of them resist the persuasive message from the bloggers.

6.2.3 "Fit" between Communicator and Brand

The *match-up hypothesis* suggests that there should be a clear fit between the brand and the communicator, for the advertising message to be appealing for the consumer (Kamins, 1990). Zhu & Tan's (2007) arguments are also in agreement with this, as they argue that the perceived expertise of the blogger plays an important role for changing consumer behaviour. Therefore they suggest that it is important that the blogger and the brand, which is endorsed,

fit each other. If not, it can have a negative effect on the blogger, as a misfit between blogger and sponsor can lead to damaging the trust and credibility which the blogger has in the eyes of the consumer.

When looking at the interviews, they show that most of the interviewees have experienced a mismatch between the blogger and the sponsor before. When asking MJ if she has experienced a mismatch and how she reacted to this, her answer is: *"Yes, I have. At some point I think I saw something where a boy, who makes a lot of funny videos, out of a sudden made a video where he talks about a company which sells soups and scented candles. I thought that that was weird"* (A8: 18:22). And she continues:*"It is unnecessary, and I think it makes the person lose some trust in my eyes, because it will make me think about the motives which could lay behind this. Is it just to earn money, or does he actually have a genuine motivation and desire to show these products?"* (A8: 19:29).

MA also explains that she has experienced a mismatch before, with the following words: *"...Maybe the big big bloggers like the famous Kardashians or something. It could be jewelry or something and it does not really seem to be in that person's interest. I think I have seen that before" (A12: 09:43).* When asking if she thinks that they only do it for the money, since it does not fit into their style, MA answered *"Yes, exactly"* (A12: 10:39).

When asking AM about this, she explains that she has also experienced a mismatch between blogger and sponsor before, and elaborates on her thoughts about it in the following: *"Yes, I have experienced that. Sometimes I think "okay so you wanted to earn some money right there?". Well if you choose to endorse the new carrot cakes from Dancake… Then I think it is a bit awkward, so I put her* (the blogger) *on standby for a few weeks, because I thought it was awkward" (A13: 11:09).* She further explains: *"Of course I understand that they have to make money, as it is a business, however I think that they should take more responsibility when they influence so many people, and people who are younger, in an age where they are maybe not aware of what they are being influenced of…"*(A13: 11:35) and adds: *"There should be an agreement between who you are and what you post"* (A13: 12:08).

These answers show that both MJ, MA and AM have experienced a mismatch between blogger and sponsor. MJ says that it made the blogger lose some trust in her opinion, and MA and AM say that they think the bloggers made the sponsored posts to earn money, instead of their own interest in the products. Furthermore, AM says that it was awkward so she even

stopped following the posts of that blogger for a few weeks, which shows that she thinks the blogger lost some trust and credibility in her opinion.

When looking at our findings with the netnographic analysis, we also had an instance where one of the consumers of Lydia's blog post, expressed that she felt that there is a mismatch between what Lydia used to consume and what she promotes in one of her posts endorsing L'oreal's makeup products. The consumer states this with the following quote: *"100% guarantee you'll never wear/show these products again in your vlogs lol but that's ok haha I also love your high end recommendations" (Instagram.com D).* Here, the consumer also indicates that the blogger made the sponsored post with the motive of earning money, because Lydia is known for usually consuming and showing high end products which are contrary to the content of this post, as the post contains products from the high street brand L'oreal (Appendix 5).

Furthermore, AM explains that she has also experienced a mismatch between blogger and sponsor, in a context where many bloggers out of a sudden have started to promote the same brand, even though the brand did not fit with the bloggers' personas. AM explains this in the following: *"Then there is out of a sudden 10 bloggers that endorsed the same, and I think that it makes it less unique or you start thinking "so you only said yes because you like cake in your family? Who does not like cake?" I think that is very awkward" (A13: 12:36).*

SS also explained that she has experienced a similar setting where many bloggers out of a sudden started to endorse the same tea: *"There is this one thing that I have seen many bloggers promote and that is this tea called 'flat tummy tea'. Apparently, a brand made a tea that is supposed to give you a flat tummy… So many of these bloggers and influencers who in their everyday lives seem like they really care about healthiness and being okay with yourself, they would use or do sponsored posts with these products and I just feel like it is not credible at all. I actually do not think that this (tea) suits any blogger, but especially if you are trying to, like, create an image of yourself, like you are a trusted and good person with good and healthy values, then it just does not fit anyone, or bloggers doing sponsored posts with that flat tummy tea"* (A11: 10:55).

These two quotes show that when a brand makes use of a strategy where they reach out to many bloggers to endorse their product at the same time, then it can also give the impression that the content is not genuine. Especially, when there is a mismatch between the products

which are shown and the blogger persona. SS elaborates on this when she explains that many bloggers started to promote a slimming tea despite the fact that they usually give the impression that they care about health and accepting yourself as you are. This shows that the interviewee thinks that there are other motives behind the bloggers who endorses these products. Firstly, because they see many bloggers show these at the same time and secondly, because the products do not fit into their blogger persona and usual consumptions.

However, our findings with one of the interviews also show that there can be instances where a mismatch between the blogger and the brand can have a positive outcome on the consumer's attitude. MD explains how this happened to her, in the following: *"...Recently, she* (HelseMathilde) *has started to be sponsored by Sloggi"* (A10: 12:18) and continues *"...Sloggi has a very bad association"* (A10: 12:35). Then the interview continues: *"Okay, so the fact that she is being sponsored by them* (Sloggi) *makes you think badly about it?"* (A10: 12:39).

"No, then I start thinking good things about it" (A10: 12:50)

"So you can say that the blogger made you change your perception of that panty brand?" (A10: 13:53)

"Yes" (A10: 13:54)

However, the reason for this is because MD feels that this blogger is very nice and she believes that she would only endorse products that she really likes. So the personality of the blogger has a lot to say in this instance of turning the interviewee's perception from negative into positive about the brand.

Furthermore, we also had an instance with the respondent, YB, who explained that she has not experienced a mismatch before. However she also explains that it would not be a good idea to promote something that does not fit into the blogger's style, as she believes that they (the bloggers) would then not be able to sell it. YB explains this in the following answer, when asked if she has experienced a mismatch between the blogger and sponsor before: *"No, I do not think so. I do not think that it would be a good thing either, if they promote something that they cannot vouch for. Or something, that does not match their style. And the reason I think that is because, I mean you cannot sell something that you cannot vouch for"* (A9: 06:09).

Overall, it can be concluded that most of the respondents, as well as one of the comments which we found when doing the netnographic analysis, support the "match-up hypothesis" emphasizing that there should be a clear fit between the advertising message and the communicator, in order for the message to be appealing to the consumers. Otherwise, the blogger appears less trustworthy and credible for the consumers. We can see evidence of this with the interviews as the respondents, who experienced a mismatch, as when there is not a fit between blogger and sponsor, the blogger recommendation does not feel genuine. The reason for this is because most of the interviewees start thinking that there could be other motives behind the endorsement, such as a desire to earn money, instead of pure interest in the products. This also supports Zhu and Tan's (2008) arguments regarding the negative outcome of a mismatch between blogger and the sponsor, as a mismatch can change the consumer attitudes towards the blogger in a negative way.

However, one instance with the respondent MD shows that this is not always the case, as a mismatch between the blogger and the brand can lead to the consumer getting a more positive attitude to the endorsed brand. Nevertheless, this was highly influenced by the fact that the respondent thinks that this blogger has a very nice personality and, therefore, believes that she would not show a brand, which she does not like.

6.2.4 Impact of the Consumer Perception of Bloggers

Hsu, Lin & Chian (2012) suggest that reputation is an important factor as the reputation of the blogger has a significant effect on the trust and behavioural intent of consumers. Therefore, whether or not a consumer buys a recommended product relies heavily on whether they perceive the blogger as "credible" or "not credible". A good reputation is thus the result of a good online social relation between consumer and blogger, therefore a good reputation can influence the consumers in to a certain behaviour.

As theorists suggest, reputation plays an important role in influencing consumer behaviour, therefore we will now look closer at which parameters consumers focus on when choosing bloggers to follow. Furthermore, we will also look closer at the interview findings to see if the consumer perception of the blogger has an influence on a certain behaviour such as the purchase decision.

When looking back at sub question 1, where the parameters which the consumers focus on when choosing bloggers to follow were analysed, among others, there was a clear pattern that showed that the personality of the blogger is one of the most important factors which the consumers look at when choosing bloggers to follow. This could be seen as the interviewees answered that they choose to follow bloggers who seem genuine, likeable, real, trustworthy and as someone they can relate to.

When further asking the interviewees if their perception of the blogger affects their purchase decision, they agreed that their perception of the blogger is important. Thus we will now look at some of their answers regarding this. When asking YB about this, her answer was: *"Yes, I mean if it is a blogger I like, I would probably think about it* (about purchasing). *Maybe I have not done it but maybe I could research about the product or read about it. But if it is from someone I do not like, or someone I do not follow, I would not hesitate, I would not even think about buying the product she is showing"* (A9: 07:02).

MA also gives a similar answer to this question, where she puts more emphasis on the bloggers being genuine and honest about their opinions: *"I think it has a lot to say what I think of the blogger or person. Especially for me. For me it is more important that the person is very genuine and honest. And they specifically say "this is not done for the money"...That is definitely very important for me because then I know in the future that they will be genuine and honest and not just do it for the money"* (A12: 11:19).

SS also agrees that her perception of the blogger has an influence on her behaviour and elaborates on this in the following: *"I will definitely say "yes". For example, I follow this beauty blogger her name is Tamanna and her Instagram name is 'dressyourface', she is very popular... I have been following her for some time. Most interesting part of me is that I do not actually follow her so much for her makeup recommendations, I actually follow her because she seems like such a nice person, she has such a nice life, and a beautiful daughter. But she seems like a person with a lot of integrity as a person, so I would trust her reviews. And I remember I used to follow this one beauty influencer and she just had such an annoying personality and she was always very negative and would always curse and swear in her videos, and always shade and talk shit about other people then I just unfollowed her. Even though she was good at doing makeup, I just did not like her personality"* (A11: 12:20).

Thus, the interview findings show that personality plays an important role for the interviewees when choosing bloggers to follow, and furthermore they argue that their perception of the blogger has an influence on their purchase decision. This means that the interviewees would only consider buying products which are recommended by bloggers whom they have a positive perception of and who appears as genuine, likeable, real, trustworthy and someone they can relate to. Hence the interviewees would not buy something which is recommended by a blogger whom they have a negative perception of. A negative perception of the blogger could e.g., occur if the blogger they follow make too many sponsorship deals, posts sponsored content which does not fit in to their style or if the blogger does not have a credible personality. Together these can make the blogger seem less genuine, trustworthy and credible, which can make the consumer not trust their word. Therefore, our findings support Hsu, Lin & Chian's (2012) work, which emphasizes that reputation is an important factor that has a significant effect on the behavioural intent of the consumers. The reason for that is that the interviewees express that they would not buy things which are recommended by bloggers whom they have a negative perception of.

6.3 What Motivates the Consumers to Buy or Investigate a Certain Sponsored Product Based on Blogger Recommendations?

In the following section we will look in to the role of eWOM and brand awareness have on consumers to buy or investigate a sponsored product.

6.3.1 Word-of-Mouth and Recommendations

The natural phenomenon of WOM, as presented in the literature review, suggests that the consumer will have private conversations based on recent and past experiences with products (Jalilvand, Esfahani & Samei, 2011).

In order to investigate whether blogger content creates natural WOM between consumers, the interviewees were all asked whether they had ever recommended a blogger or blogger content to a friend. All of the participants were regular consumers of blog content and therefore it is interesting to investigate whether consumers talk to each other and discuss or recommend blogger content, since this could indicate that bloggers are a good source of WOM.

When the interviewees were asked whether they had ever recommended a blogger or blog content to a friend, the answers were very conclusive. Out of six interviews all of the participants had recommended a blogger. The motivations for doing this however were a bit different for each participant.

Some would recommend a blogger because of the entertainment value as explained by AM: "*Many of my friends read blogs and we often talk about them. So I will recommend it if I feel like "this one is really funny" or "this will make you laugh*" (A13: 15:49)

Others would recommend fashion blogs based on whether they thought their friends' taste and style would fit with the blogger and their content, as explained by SS: "*I will only recommend fashion and beauty. But to give you an example, I follow different types of bloggers within fashion and beauty. For example I have a friend who wears the hijab, and if I find a blogger who does that too, and dresses very nicely, I will always tell her "oh Sarah, have you seen this, she is very nice". Or even if I just started following someone and they have a very nice style, and I am with a friend and we talk about clothes or something, I will say "have you seen this blogger? She has such nice style bla bla bla" and then my friend will probably also follow her*". (A11: 13:44)

The motivation for sharing blogging content with friends is further elaborated on by SS: *"Yes, it is actually only fashion and beauty related almost. I also follow some of these people who are, like more addressing societal issues, that I find interesting and relevant, so I will also recommend those types of bloggers, and have recommended them to my friends, but obviously to friends who have the same values and same perspectives as I do."* (A11: 14:26)

Thus, it can be derived from these answers from the interviews that recommendation of blogger content happens often. The main factor for whether the recommendation is made seems to be an alignment of taste and style. If the consumer thinks their friend can identify with the content then she is more likely to make the recommendation.

Although all of the interviewees had recommended a blogger or blog content in the past only, one had difficulty doing so. When asked about what factors were important for her in regards to whether she would recommend content or not she answered: *"Only if we happen to talk about it and I can feel that my friends have the same attitude. If it is content regarding entertainment, then I do not have any difficulty making a recommendation, but if it is about style and fashion I do find it more difficult because fashion content influence and controls whereas entertainment is just entertainment"* (A12: 23:14).

Based on the interviews it is clear to see different patterns in terms of organic WOM. Consumers recommend blogger content to each other based on whether the consumers think that the content will be well perceived by the person they recommend it to. Furthermore, many of the interviewees told that they would regularly talk to each other about blogging content. This was for many in regards to fashion and style but those who followed blogs with other topics also expressed that they would talk to friends about these topics if they both found it interesting.

Interestingly, none of the interviewees expressed that they would talk about content that was sponsored. AM even made it very clear that she would not recommend sponsored content:

(JC): *"Okay have you ever recommended a blog post to a friend? For instance if there was something that was sponsored which you thought might be of interest to a friend?"*.

(AM): *"No, never! I have only recommended blogs but I would never recommend sponsored content"*. (A13: 15:37)

These findings on their own would highly suggest that blogging content is a good source for WOM between like-minded people. This is seen in the way all participants express that they have conversations based on bloggers' content and will recommend this to others. Furthermore, several of the participants found recommendations from their friends very helpful and said that it would often result in them following the recommended blogger. Even though it can now be concluded that consumers talk and recommend bloggers no answers would suggest that the sponsored content is included into these conversations.

6.3.2 eWOM

When dealing with eWOM in the setting of this thesis it is relevant to analyse consumers' attitudes towards the blogger when the blogger becomes the source of the advertisement message.

As previously concluded, consumers do in fact have conversations about the bloggers and their content. Since the relationship between the blogger and company is also public, it can now be argued that of the three different WOM models presented in figure 3-6 the third and second model i.e. *the network coproduction model* and *the linear marketer influence model* are the ones which best illustrates the relation between marketing messages from the blogger and the consumer. However, it seems that one is present in an online setting and one in an offline setting.

The linear marketer influence model is present in an online setting when seen from the data provided by the netnographic analysis. This is seen in the way the opinion leader delivers marketing messages to the consumers and that they react to the blogger and rarely interact with each other.

Based on the interview data, *the network coproduction model* is the model that illustrates what happens in an offline setting. This can be argued because of (1) the conclusion that customers do indeed have conversations based on blogger content and (2) the consumer is directly influenced and relay messages based on sponsorship agreements with a blogger.

In order to investigate the aspect of eWOM in a blog setting, and whether it is more effective and trustworthy, all the interviewees were asked if they thought having the blogger as a medium for the disclosed sponsored marketing message were more effective than if the brand communicates these messages themselves.

All, except for one of the interviewees, confirmed that having the blogger as a medium for advertising messages were indeed more effective in persuading the interviewees. However, the reasons for this varied a bit. A few of the participants highlighted once again the inspirational factor of having bloggers show fashion items instead of the brand as explained by AM: "*I think it is more effective with a blogger. It is actually quite often I catch myself thinking, for instance with jewelry "That is really pretty". Also with clothes if a blogger manages to do something stylish with it. I think that is better advertisement because it allows you to really see the product and how you can use it. Compared to a brand website where you can only see a few images of, for example, earrings. I do not see myself as particular creative in my style so for me it is nice and I then think "okay, you can do that?" or "Can you wear those shoes to that?"* (A13: 18:09).

The inspirational factor is also expressed by SS who also point out that she is more inclined to like the bloggers style because it matches her own: "*Also I think it is important to remember that many of these bloggers are people you follow because you like their style and you think you could wear something similar, or would like to wear something similar. So when they put together for example an outfit, using the clothing item of this brand, I might still be more likely to buy it because they are styling it the way that I would and they have picked up the items I would also like. Whereas with an advertisement you can never just hit all, so I think that is also why I still think that it is more effective than just the brand.*" (A11: 17:35)

These answers highly supports previous findings which suggests that the personality and personal style of the blogger is a main factor for when it comes to how the message gets across. The inspirational factor can also be argued as an important factor, especially in regards to fashion because everyone will perceive this in different ways. Since fashion is a broad term and includes many products another perspective was shown by SS: "*But if it is something like skincare related or food or anything like that, I would never buy it just because it says sponsored. Then I would have just gone out myself and see it and like it.*" (A11: 17:35)

This raises the question of whether some products are better suited to blogger advertisement on different platforms. Clothing and jewellery have been used as examples by the interviewees many times and often in a positive relation to Instagram. This is however not something that can be concluded by the data of this project, but the data suggests that

different platforms e.g., Instagram or YouTube, suits different products based on their attributes.

In general the interviewees think that the blogger as a source for the advertising message is more effective than the brand communicating about their products themselves. A few of the interviewees compared sponsored content to how they perceived traditional advertisements on the TV and how the blogger as a source changed this, as explained by MD: "*I definitely think that it is more effective when a brand communicate through a blogger. For instance if it an advertisement on the TV you wouldn't normally notice it because it doesn't catch your interest in the same way. That's why I think it is more effective if you hear about a product through a blogger and also because it is more inspiring and I chose to follow the blogger myself*" (A10: 02:14)

This comparison to regular TV advertisements was also mentioned by MJ: "*I think it is more effective than, say TV commercials because there I won't notice it. It actually annoys me.*" And then continues: "*By going through a blogger I trust and can vouch for the brand, I know that the product works and I can see if it is in nice condition if they for instance wear it themselves*" (A12: 27:40)

The answers presented above show that the consumers are very conscious about the advertising nature bloggers can have and commercial intents in general. One interesting perspective this presents, is that the interviewees seem inclined to have a more positive perception of blogger advertising than previously stated, when compared to traditional advertising. The consumers seem conscious about this, but do not see sponsored content as a regular advertisement. This is seen on the emphasis that they chose to follow the blogger themselves and thus perceive the sponsored content as better suited for them and their style. This is also seen in the next paragraphs from YB:

(YB): "*It is more effective. It is effective because they target or they reach out to the right people with the blogger. I mean when it is something you see on the TV, you probably just move on to the next channel, but if it is from a blogger you could check it out.*"

(SC) "*Why would you move on to another channel if you see it on TV?*"

(YB) "*The difference is when it is on Instagram and I see something, I see something that I want to see. But when it is from the TV, it is not something I am interested in. It is something..*"

(SC) "*That could be for anybody?*"

(YB) "*Yes*" (A11: 17:14)

This distinct difference in advertising form was not shared by all of the interviewees. Two of the participants were still critical towards the sponsored content as expressed by SS: *"Oh, I actually feel that it is the same. If it is sponsored content I kind of feel that it is the same as if the brand did it or if the blogger did it"* (A11: 17:05)

MA also shared this critical view and explained the difference:

(MA): "*If it is not sponsored I will think that the blogger's opinion or recommendation is more important. Definitely. But I will do my own research and see what the company says about the product.*"

(SC): "*Okay, but if it is sponsored you feel like it is the same as if the brand made regular advertisement?*"

(MA): "*Yes if it is sponsored I will just go on and do some more research.*"

(SC): "*Okay so you won't just trust what they say if it is sponsored.*"

(MA): "*I won't*" (A12: 14:30)

The perception from the consumers towards the sponsored content is perceived in a few different ways based on the data presented. Most of the interviewees prefer the blogger as a source for advertising messages. The reason for this can be derived as a mix of the established relationship the consumers has to the blogger and their interest in the content. This is seen in the way the interviewees note that they themselves have chosen to follow the blogger and their content, which shows a very conscious consumer. This is the primary reason why advertising messages with the blogger as a source for the message, is not perceived as negatively as if the brands themselves communicated this through traditional advertising. Of the two participants who were sceptical only one (SS), perceived the blogger advertising as regular advertising. However she still does not exclude the possibility of further research in to the product based on sponsored content.

By using the framework of the *Information adoption model,* which depicts the *arguments' quality* and *source credibility* as the two factors which influence *information usefulness* which

then leads to *information adoption,* eWOM can then be argued to significantly ease the deliverance of advertising messages.

Since the data is not based on a single blogger or blog post it is difficult to depict the exact impact of the argument quality. The source credibility, however, seems to be a major factor on whether the consumers find the information useful because they themselves have chosen to follow the blogger.

The inspiration which the blogger delivers with sponsored content is mentioned by many of the interviewees. Thus one can argue that the consumers are more willing to adopt the information received from the bloggers, although their content is sponsored, because of the positive attitude related to the blogger as a source when comparing to traditional advertising sources. Thus these findings support those of Jalivand, Esfahani & Samiei (2011) and Wang & Rodgers (2011) i.e., that eWOM can positively influence the purchase decision.

6.3.3 The Effect of Brand Awareness

According to the literature presented regarding brand awareness, it was concluded that a high level of brand awareness should increase the positive effect and that it should also increase the purchase intention of the consumers. As the data from the interviews are not based around one particular brand or product, there are limits to the conclusiveness this data provides on this variable in the theoretical framework. Nevertheless, since the thesis revolves around the subjective behaviour and attitudes of consumers, it can give insights about whether the brand awareness of the sponsored content affects the buying decision for the consumer.

In order to investigate this, the interviewees were asked whether they had a more positive perception when a blogger endorses a well-known brand compared to an unknown brand. According to SS, high brand awareness was a very important factor, since it gives her a feeling of what to expect: "*I think that it definitely does make a difference. Because there is much lower risk involved for me as a consumer if I already know the brand. So for example if H&M does a paid post with a blogger, I might buy the product because I know H&M and I know what to expect from them.*" (A11: 18:53). She further explains how high brand awareness can help her minimize the risks and uncertainties when buying: "*Whereas if it is a brand that I do not know, even if I said before that when it is clothing I might still check it out and might even buy it, I think there is just so much more rick involved for me when I do not*

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know the brand” (A11: 18:53). Lastly, she comments that it does not only have to do with the quality of the product but also more practical questions such as delivery guarantee: “*And delivery time and what if I do not get my parcel, like how reliable are they?*” (A11: 19:47)

These concerns regarding practicalities are also expressed by MJ: “*Lets say I found a brand and I went to their website and then I also have to pay for delivery and things like that. I have no idea if I can trust this company. Do I get my product? Is it in the same condition as presented on their website? All these things. It often happens and ends up with me not buying anyway. What if they do not exist and just steals my money?*” (A8: 27:40).

These underlying suspicions of unknown brands, the product and quality can be explained as the “transaction risk” presented in the literature review**.** As presented by Hsu, Lin and Chian (2012) the transaction risk involves the risks with a purchase from the consumers’ point of view e.g., delivery time and quality. The answers from SS reveal that this perception of risks does indeed take place in the case of unknown brands.

Another example of this can be seen in the answers from YB: “*Well I do have a positive perception when a blogger does endorse a well-known brand, because it is something I can compare to. It is probably something that I have heard of before, or something my relatives had before, or already have. And it is something I would buy only because it is safe to buy it. I would not buy something that is unknown, because I have not heard of it before or I have not seen it before. I would think about it twice, at least, before I buy something that is unknown.*” (A9: 11:06). In this answer it is clear that YB relies on brand recognition to establish whether the product might be interesting for her. Furthermore, she also mentioned that WOM can be a factor to minimize the risk. This is seen in the way she states that recommendations from relatives can affect her perception as well.

According to AM, brand awareness and trust in a brand is very important since the risks or being scammed can be very real as she explains: “*Yes I do believe brand awareness is important. Sometimes they are sponsored by something that is clearly very new. For instance there was a period with a yoga company where all of a sudden, a lot of influencers made content for them. So they advertised a competition were you could win something and then everyone won. It then turned out to be some sort of scam where you would end up paying a lot of money. Before that happened, I remember thinking “okay, I do not know this brand” and “you are clearly reaching out to a lot of people”. So I am more positive towards a brand I*

know. I mean then you at least know that they have customers and that you can trust the brand." (A13: 19:55).

Some of the participants did not really put any great emphasis on brand awareness. As explained by MJ, low and high brand awareness each have their advantages and disadvantages: *"It does not really affect me. If it is a well-known brand then I know what to expect in terms of standards and quality. With unknown brands I see it as a great way to create awareness because it goes through a blogger and then you can see how the product is used"* (A8: 29:56).

Another interviewee also stated that brand awareness was not important. According to MA, the main factor for whether she will buy or not depends on her own research in to an unknown brand. This is seen in her answer to whether she preferred a well-known or unknown brand:

(MA): *"Maybe yes. I do not know if it is a great example but one of the things i bought of a YouTuber's recommendation was some makeup, eye shadow. Which I did not know anything about before I saw it on YouTube. We do not have it here in Denmark at all. But that is still a big company so i do not know if it can be used as a great example."*

(SC): *"So you did not know anything about the company?"*

(MA): *"I did not know anything about the company. But then again I did my research and found out that it was quite good quality. I do not think it has too much of an affect in my opinion. Of course if it is something that is more well-known I will gravitate towards that but I will, if I see something that i do not know and I think it seems really cool I will try and check it out."* (A12: 15:35)

The remaining answers from the interviews were all very quick and decisive in dismissing the idea of brand awareness as an influencing factor. Thus it can be derived from the answers that brand awareness serves as a factor for minimizing the risks involved when buying online for some consumers. Brand recognition seems to eliminate many of these risks regarding the quality and practical issues such as delivery time and the fear of being scammed. Since half of the interviewees depicted this elimination of risks through their answers, it can be said that in at least some cases high brand awareness seems to have a positive effect on the perception of the brand. This supports the findings of Lu, Chang & Chang (2014) i.e. that brand awareness improves the purchase intention.

However, this cannot be decisively concluded as a general rule of thumb. As previously mentioned, half of the interviewees dismissed that brand awareness had any effect and, as shown above that they rely on personal research in to the brand and products which they perceive as more effective. This once again supports the conclusion that personal attributes and persuasive message from the bloggers themselves is the main factor when it comes to persuading blogger consumers in to buying sponsored brand products.

7 Summary and Discussion of the Findings

This section will first include a summary of the findings from the analysis, then there will be a discussion of some of the interesting topics which we found when analysing the data which was collected.

7.1 Summary of the Findings

When looking at the results of our findings they show a clear pattern in the way which blogs are used by the consumers.

With sub question 1 we wanted to look closer at why consumer choose to consume blogging content to get insights into what makes consumers follow bloggers. The results show that the consumers choose to consume blogging content with the main motivation of getting inspiration within fashion, lifestyle and fitness. Consuming blogging content for entertainment and reviews thus came second. Furthermore, the results show that no one of the interviewees have ever participated in blogging communities by e.g., commenting under a post of a blogger. Therefore, this is only the case with the consumers of the netnographic findings, which have commented under the sponsored blog posts of the three bloggers which we chose for the netnographic analysis.

The results also show that the consumers consume blogging content on a daily basis, where Instagram is the most frequently used platform, YouTube the second and traditional blogging web sites comes third. Furthermore, when choosing bloggers to follow, the interview results show that the consumers weight the personal aspect very high, as they choose to follow bloggers who portray their actual- or desired-self. Therefore, the bloggers who the consumers follow are constantly evaluated and one of the consumers even expresses that she would unfollow bloggers who she felt have changed their personality and thus no longer align with her selves.

With sub question 2 we wanted to look closer at which factors affect the attitudes and behaviours of the consumers regarding the blogger and the sponsor, to get insights into the consumer perceptions of sponsored content from bloggers. The results show that most of the interviewees are hesitant about sponsored content, because they feel like the sponsored

content appears less genuine and authentic than the non-sponsored ones. Thus they make the respondents think that the bloggers make these posts with the motivation of earning money. Therefore, most of the consumers would tend to skip and not buy what they see on the sponsored content. Yet, two out of the six interviewees answer that they have bought some things which they have seen on sponsored content before, but add that they are still quite hesitant about sponsored content. The reason for this, is because these consumers are only persuaded to buy products which are shown by bloggers who have a nice and authentic personality. Therefore, they argue that although they have bought things which were sponsored before, they still tend to filter out most of the sponsored content, because they believe that some of the bloggers only do it for earning money. When comparing this to the findings of the netnographic analysis, it shows that the consumers in the comments section are generally much more positive about sponsored content compared to the interview participants.

The results also show that "fit" between the blogger and the sponsor is very important, as a misfit between the two generally leads to a negative perception of the blogger. When comparing this to the findings in the comment section of Lydia's sponsored blog post, the two negative comments we stood into also address this.

Thus the results show that the interview consumers are generally very hesitant about sponsored posts from bloggers, as they tend to skip them and believe that these posts are done by the bloggers with the purpose of earning money. However, a fit between the blogger and the sponsor is very important, as a good reputation and a clear fit between the two can make the advertising message appear more attractive for the consumers, and can thus have a significant effect on the behavioural intent.

Lastly, with sub question 3 we wanted to look closer at what motivates the consumers to buy or investigate a certain sponsored product based on blogger recommendations. The results show that we have to do with the two out of the in total three different types of word-of-mouth models which are portrayed. In an offline setting *the network coproduction model* is apparent as consumers create WOM based on bloggers' content. This is seen as consumers will recommend bloggers and their content to their friends, if they believe that their friends will enjoy the content and have similar interests. However, the consumers will not share content which is sponsored. In an online setting, on the other hand, *the linear marketer*

influence model is apparent, as the netnographic analysis show that some of the consumers tag their acquaintances in the comments section of the blog posts, although the post is sponsored.

The findings also show that when comparing advertisement through bloggers to traditional advertisement, such as those on the TV, advertisement messages communicated through bloggers are received more positively than traditional advertising. The reason for this is because the inspirational factor from the blogger allows for a more creative form of advertising. Additionally, the consumers are more positive towards advertisement through bloggers as the consumers choose to follow the bloggers themselves, therefore the blogger is more likely to reach out to the right target group, compared to traditional advertisement on e.g., TV.

The information adoption model suggests that source credibility (blogger) is important and information usefulness is perceived positively because of the blogger credibility. This positive perception of information usefulness leads to the consumers adopting the information mainly because of the inspirational factor that the blogger gives thus eWOM positively influences the purchase decision.

Lastly, the findings show that brand awareness is an important factor to decrease the transaction risk for half of the interviewees, as the other half do not care about this. Thus it can be argued that blogger credibility can outweigh low brand awareness.

7.1.2 Validity, Reliability and Generalisability of the Findings

Validity: As Kvale and Brinkman (2015) puts it, validity refers to whether the data which is collected have managed to research what the paper searches to shed light on and, whether the results of these data are valid. When conducting the data, we focused on maintaining quality of craftsmanship by having a continuous process control while collecting the data, as well as being critical of the data which we collected. Thus, collecting the data about the consumers from two different sources which are interviews with six female respondents who consume fashion blogs, and a netnographic analysis in the comments section of three different fashion bloggers, helped provide us with richer data.

Furthermore, collecting the data from different sources also helped validating the findings, as the interview results and the findings with the netnographic analysis show a clear pattern (this will be elaborated in the next section).

The fact that half of the interviews were collected by one author, and the other half were collected by other author also helped validating the findings, as we could see a pattern in the collected answers as well as discuss the differences in the answers.

As the collected data shows a clear pattern in the answers with few instances that differ from the general picture, we can conclude that the results of the collected data are valid. However, as the data which is collected is only based on a small number of interview respondents and comments from the netnographic analysis, we believe that making a more comprehensive research would provide with more insights that we might have not unveiled.

Reliability: As Kvale and Brinkmann (2015) explain it, reliability refers to the consistency and reliability of the research results, therefore reliability often looks at whether the same results can be reproduced by others.

The data collection of the interviews was done by two of us individually, however when we looked at all the collected interview findings together, we could see that the somewhat same results was reproduced by both of us, as we could see a clear pattern in our results, with few exceptions, unless the interviewees had some other arguments and examples regarding specific topics.

When collecting the data from the netnographic analysis, we collaborated instead of doing it individually but we still came to the same conclusions.

As we could see a pattern in the data which we collected and furthermore could reproduce somewhat same results, it can be concluded that the data which is collected is reliable.

Generalisability: When the results of a research interview are considered as reasonably valid and reliable, the next step is to find out if the results are primarily of local interest or if they can be transferred to other subjects, situations and contexts.

As the results which we have collected show a general pattern among the blog consumers, we believe that the results of this research can say something about what will generally happen in

another situation. However, there might be some other exceptions than those we have found, which could be explored by conducting a more comprehensive research by collecting data from more young female consumers of fashion blogs.

7.2 Differences and Similarities between the Findings

When looking at the findings with the interviews and the netnographic analysis, we can see that there are some similarities and differences between the blog consumers, as their attitudes and reactions towards the sponsored content differs from each other.

The interview findings show that most of the consumers of blogging content have a fairly negative and quite hesitant view on sponsored content from bloggers. The reason for this is because most of the consumers perceive sponsored content from bloggers as less trustworthy and genuine, as they believe that there could be other motives behind the sponsored posts, such as earning money. Therefore, most of the blog consumers which we interviewed answer that they have not bought anything, which they have seen on sponsored content from bloggers before.

On the other hand, two of the interviewees answer that they have bought some products which were sponsored before, however they express that they are still hesitant about content which is sponsored, and therefore they tend to filter them out. The reason for this is because the interviewees who have bought something which is sponsored before also believe that money could be the motivation for posting such content for some of the bloggers, whom they do not trust as much.

Thus, the interview findings show that all of the interviewees, also those who have bought something before which was sponsored, are quite hesitant about sponsored content and therefore they tend to skip these types of posts. However, when looking at the netnographic findings, they show that the consumers in the comments section of the sponsored blog posts are mostly very positive about the sponsored content. This is seen as the consumers in the comments section compliment the blogger and the product/products which are shown. Furthermore, a lot of the consumers in the comments section also express their interest in the product/products and that they are willing to buy the product/products which the blogger is showing.

Hence, the fact that the blog consumers from the netnographic analysis mostly have a positive attitude towards the sponsored posts compared to the blog consumers from the interviews makes sense, as the interviewees answered that they tend to skip the blog posts which are sponsored. Therefore, there are mostly positive comments under the posts, as only the consumers who have a positive attitude towards the sponsored content, have commented under the posts except for the two comments under Lydia's post, which include criticism.

7.2.1 Brand awareness

The findings regarding brand awareness and its effects show that high brand awareness can be an important factor for the consumers. As investigated in the analysis, high brand awareness seems to limit transaction risks and thus acts as a safety factor when consumers are considering buying a product. As three out of six interviewees all highlight that brand awareness do indeed reduce the perceived risks from buying online, it also support the previous findings presented in the literature review i.e., the more familiar a consumer is with a brand the more he/she will trust it (Laroche, Kim & Zhou, 1996; MacDonald, 2000). A brand which has high brand awareness combined with a blogger, who the consumer trusts, therefore seems to be the optimal scenario for companies which seek sales and marketing on blogger platforms.

The analysis also suggests that in some cases brand awareness does not have this effect. This is seen as the remaining interviewees do not feel like brand awareness is a factor which they deem important. This, however, then raises the question of whether blogger credibility can outweigh low brand awareness. This is especially interesting to look at in terms of new companies which seek new potential customers. The choice of marketing strategy for new businesses is a decisive factor for whether a brand can evolve. As influencer marketing keeps growing, especially in a blogger context, it seems that advertising through a credible blogger might help persuade consumers to try out new brands and products which they do not know.

The conclusion of the positive effect of eWOM through bloggers, can also add an important aspect to this discussion since eWOM is perceived by consumers a much more effective and trustworthy than regular advertising. The data from this thesis, however, cannot decisively conclude on this but it does present and create arguments for discussion within the field of brand awareness and its effects.

7.2.2 Sponsorship Types and Their Effects

While the scope of this thesis focuses on the consumer and how their behaviour is affected by the blogger and company, the data provided by the interviews also gives insights in to subjects which were not originally intended to be covered.

The interviews gives a lot of data on how consumers perceive sponsored content and how different kinds of sponsorships can make a difference. In one of the before quoted interviews MJ explains how she sees bloggers promoting different kinds of clothing and gives an example of one particular blogger who often posts about many different brands. The amount of brands this blogger promotes are perceived as less genuine from the interviewee's point of view. Furthermore, she also explains how the blogger sells many of the promoted items, on another account, just weeks after she has promotes them (A8: 11:55). This is an interesting finding, not only for answering the research question of this thesis but it also suggests that short term, or "one-off", type sponsorships are perceived as less genuine. This is also seen in the answers from AM where she explains how she sometimes feels that the bloggers make some promotions to earn some money and that these seem less credible (A13: 11:09).

As seen above, the findings suggest that short term sponsorships are less effective when it comes to the trust and credibility to the blogger. On the other hand, some of the answers from the interviews suggest that long term sponsorships are more effective in persuading consumers. This is firstly seen in the interview from MD where she explains how one of her favourite bloggers changed her perception of an underwear brand because the blogger has committed for a long sponsorship agreement. Therefore she began to have a more positive association with that brand (A10: 12:18).

Furthermore, another example also shows that long term sponsorships are perceived as far more genuine and trustworthy. An example is given by AM where she explains how one of her favourite bloggers has made a long term sponsorship with Føtex and their organic brand Levevis. According to AM, this gives a lot more credibility because the blogger then commits to this brand and thereby show a genuine interest in the product (A13: 26:14).

These findings therefore suggest that there is a difference in how sponsorship types are perceived by the consumer. If we look at long and short term sponsorships, as defined by previous examples, it seems that long term sponsorships have some advantages. On the other hand it can also be argued that short term sponsorships have some advantages on its own,

since it allows for quick exposure to consumers through bloggers. Having this in mind one, must also consider the goal of a sponsored campaign from the company's point of view. If the goal is to establish brand awareness and goodwill, among potential customers, one could argue that using a long term sponsorship campaign might be the best option. If the company wishes to do promote a limited campaign, or boost immediate sales, the short term sponsorship might be the best way since it allows for quick exposure to the blogger's followers

7.2.3 Mismatches

Another perspective of the analysis, which is shown to affect the consumer perception, is the mismatches between the blogger and the brand. As shown, mismatches are a common thing in blogger advertising and have a negative effect on the consumer's perception of the blogger and the brand. While this perspective has been shown to give a perspective from the consumer's point of view, it can also give interesting insights for companies about how to increase their chance of successful marketing through bloggers.

The interviews show that a mismatch between the brand and the blogger results in loss of trust and credibility of the blogger. Furthermore, it often results in the consumer getting the suspicion that the blogger has ulterior motives and only does the sponsorship for economic reasons. These findings are supported by comments from the netnographic study which also show that consumers lose interest and raise questions about the credibility of the blogger.

These findings say a lot about consumers' behaviours towards sponsored content, but it also provides an aspect to the relationship between the company and the blogger. The concept of a mismatch between these two relations are, according to the data provided in this thesis, very present and happens a lot across blogger platforms. This finding is therefore relevant for both the company and the blogger, separately and combined. If a blogger does not reflect on whom her/his followers are and why they follow her/him, it can end up damaging the blogger-follower relation. Understanding this and reflecting of the relevancy of potential sponsorships could therefore be argued to be an important aspect.

From the company's point of view this also presents a great deal of research before approaching a blogger with a sponsorship deal. It could be advised for companies to establish

their own brand values before reaching out to a blogger. Furthermore, it could be argued that research should be done in to who the followers are but most importantly who the blogger is. Evaluating this, and reflecting on whether the blogger is able to project the brand values, in a way that is beneficial for both the company, blogger and consumers can therefore be argued to be a critical factor in whether the sponsorship is a success.

7.2.4 Effectiveness of eWOM through Sponsored Content Compared to Traditional Marketing from Brands

When looking at the interview findings, all of the interviewees express that they are somewhat hesitant about the sponsored content. The reason for this is because the interviewees tend to think that bloggers' motives behind some of the sponsored blog posts might be to earn money, instead of posting products which they are really interested in. Therefore, the interviewees express that they tend to skip the sponsored posts unless the blogger is someone whom they really like and find genuine. However, when asking the interviewees whether they think that blogger advertisement is a more effective marketing channel than traditional marketing such as TV advertisements, most of them expressed that they find the bloggers more effective, despite the fact that their content is sponsored.

The reason why the interviewees find the bloggers more effective than traditional advertisement is because the interviewees have chosen to follow the bloggers themselves based on what the bloggers use to post, as they find these posts interesting. As traditional advertisements such as those on the TV target a bigger audience, the products which are shown does not necessarily catch the interest of all of the viewers. Furthermore, the interviewees express that they do not pay as much attention to traditional advertisements such as those on the TV, because they pop up in the middle of e.g., a TV show. Therefore, they tend to awake irritation rather than interest among the viewers. Nevertheless, the interviewees argue that the advertisement, which they see on posts of the bloggers who they follow, might have a bigger chance of catching their interest, as these bloggers are people who are posting about things which could be interesting for the interviewees.

Therefore, using bloggers as a marketing channel, despite the fact that the sponsorship is disclosed, might still be more effective for companies rather than using traditional

advertisement, as there is a higher chance that the bloggers will reach out out to the right target group, and catch their interest.

8 Conclusions

The aim of this thesis was to investigate how sponsored content from fashion bloggers influence the consumers, to be able to answer the research question: ***How does disclosed sponsored content from fashion bloggers affect the attitudes and behaviours of the consumers?***

After analysing the data, which was presented in chapter four, by using the relevant theories, which were presented in chapter three, we conclude that disclosed sponsored content from fashion bloggers generally has a negative effect on the attitudes and behaviours of the consumers. This is concluded as most of the respondents think that the content from bloggers which say "sponsored" usually feels less genuine. The reason for this is because the consumers tend to believe that the bloggers make sponsored posts with the motivation of earning money, instead of pure interest in the products, which are shown. Therefore, the disclosed sponsored content generally leads the consumers to skip the posts and not buying what is shown.

Although the collected data shows that few of the respondents have bought things which they have seen on sponsored content before, these consumers still argue that they usually tend to filter out sponsored content from bloggers, as they are only persuaded to buy products which are shown by bloggers who seem genuine.

However, our thesis finds that factors such as mismatch between blogger and sponsor, and lack of trust and credibility can lead the consumers to susceptibility, when seeing a persuasive message. The reason for this is because a misfit between the two can lead to damaging the trust and credibility of the blogger, and make the content appear less trustworthy and credible for the consumer. Thus our findings indicate that factors such as *trust and credibility* as well as *fit and misfit* between blogger and sponsor can have an influence, either positive or negative, on the behavioural intent of the consumers, as the participants state that reputation of the blogger has a great influence on their buying decision. The reason for this is because consumers emphasize that they are not persuaded to buy products from bloggers who post content which do not seem genuine.

Lastly, our findings show that *brand awareness* can also have an influence on changing the attitudes and behaviours of the consumers, about the persuasive message, as some of the

consumers state that they have a more positive perception when the bloggers endorse well-known brands compared to unknown brands.

To make our conclusions more visual, we have put the factors which we have found to have an influence on the buying intent of the consumers into a figure. The figure sums up the factors which can have an influence on the behavioural intent of the consumers. If one or more of the factors are negative, the behavioural intent of the consumers is likely to be negative and if one or more of the factors are positive, the behavioural intent of the consumers is likely to be positive. The figure is as follows:
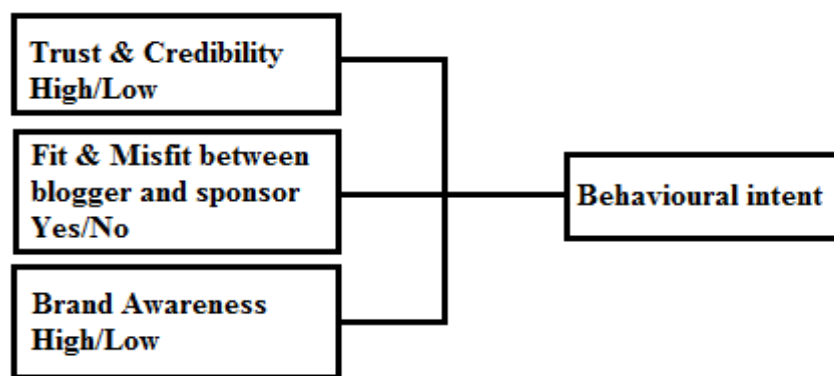
Figure: Factors which have an Influence on the Behavioural Intent of the Consumers.

The figure is inspired by Zhu and Tan's (2007) and Lu, Chang and Chang's (2014) work, as these have also developed figures that emphasize factors which can lead the consumer to susceptibility.

In their work Zhu and Tan (2007) finds that the *advertising intent, communicator expertise* and *product involvement* are factors which can lead to susceptibility whereas Lu, Chang and Chang (2014) finds that *sponsorship type, product type* and *brand awareness* have an influence on the purchase intention. As our findings suggest that *trust and credibility, fit and misfit* as well as level of *brand awareness* can have an influence on the behavioural intent of the consumers, our figure only includes one of the elements of Lu, Chang and Chang's (2014) model which is brand awareness. However it is inspired by both of the models' overall framework and how they have summed up the factors which have an influence on the behavioural intent of the consumers.

Lastly, our findings also show that when comparing advertising through bloggers to traditional advertising, advertising messages which are communicated through bloggers are received more positively and with less resistance.

The reason for this is because the blogger is more likely to reach out to the right target group as the findings show that the consumers choose to follow bloggers who they can get inspired from and who reflect their actual or desired self. Thus the inspirational factor, which the blogger contributes with by communicating the advertisement message in a more creative way, also have an influence in making the advertising message more attractive for the consumers.

Consequently, we conclude that the disclosed sponsored content tends to affect the attitudes and behaviours of the consumers in a negative way, as most of the respondents tend to skip these posts. However, high trust and credibility, fit between blogger and sponsor as well as high brand awareness can lead to a positive influence on the behavioural intent of the consumers. Furthermore, it can be concluded that although disclosed sponsored content from bloggers generally tend to affect the attitudes and behaviours of the consumers in a negative way, advertisement through bloggers is still an effective way of marketing. The reason for this is that consumers find blog advertising more effective than traditional advertisements, as those seen on the TV.

9 Future Perspectives

As mentioned in the discussion and findings of this thesis, several different ideas for future research have been unveiled. This section will thus focus on the possible topics for future research.

9.1 Blogging Communities

Since this thesis focuses on fashion and blogging, one idea for future research can be to investigate whether the conclusions which are made are also viable for other categories of blogging topics. One apparent reason for this is the lack of evidence which suggests that consumers participate in blogging communities for social purposes, with like-minded people. Therefore, it could be interesting to look at other blogging topics which perhaps focus more on participation and knowledge sharing. Examples of these topics could perhaps be that of cars, sports or politics. Another approach to this could also be how bloggers can create such communities based on fashion topics.

9.2 Case Study of Sponsored Content

Another topic which could add knowledge to this field of study could be that of a case study on sponsored blogger content. One of the limitations of this thesis is that the data is from people which do not follow the same exact bloggers. Therefore the findings are conclusions based on generalizations in the data which is provided. A way to further investigate the relation between consumers and sponsored content could therefore be to look at how a test group reacts to the same sponsored posts. This could e.g., be done through focus group interviews.

9.3 Mismatches between the Sponsor and the Blogger

Since this thesis took its outset from a consumer point of view another approach can be to investigate how the other actors interact i.e., the blogger and the company. One of the findings of this thesis shows that a mismatch between blogger and company tends to have a negative impact on the consumer perception of the blogger and the content. Therefore, a future research project could investigate this further by examining these mismatches in more

detail and, most importantly, how to avoid them. This could be of value for both the bloggers and the companies since they are the ones losing trust and credibility in the eyes of the consumer. This can affect the results which these, the blogger and the sponsor, together aim to obtain with the sponsored content in a negative way.

9.4 Product Type and Blogger Platform

During the analysis of the interview data we collected a lot of data on, among others, the consumers' behaviours in regards to the consumption of blogging content. As previously stated, fashion is, in itself, a broad topic which includes everything from clothing to makeup. During the interview process, the answers given by the interviewees suggest that different types of products correlate to different blogger platforms. One such example could be that Instagram content often relates to clothing whereas YouTube were explained as being a good platform for e.g., makeup tutorials.

This could be an interesting perspective to research in the future. The relation of product type and blogger platform has to our knowledge not been investigated before. Thus looking closer at what product type is best suited to each platform might provide with valuable insights for brands who wishes to do advertisement on social media. This can help the brands choose the most relevant platform through which they can communicate their message most effectively.

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11 Appendixes

Appendix 1 - Percentage of Users, Making Use of the Different Social Media Platforms, from the 16-89 Year Age Group, Parted into Sequence of Uses

	Flere gange dagligt/dagligt	1-6 gange om ugen	Sjældnere
Facebook	72	22	7
Snapchat	50	29	20
Instagram	49	27	24
WhatsApp	20	28	52
Twitter	14	27	58
LinkedIn	11	35	54
Pinterest	9	33	57
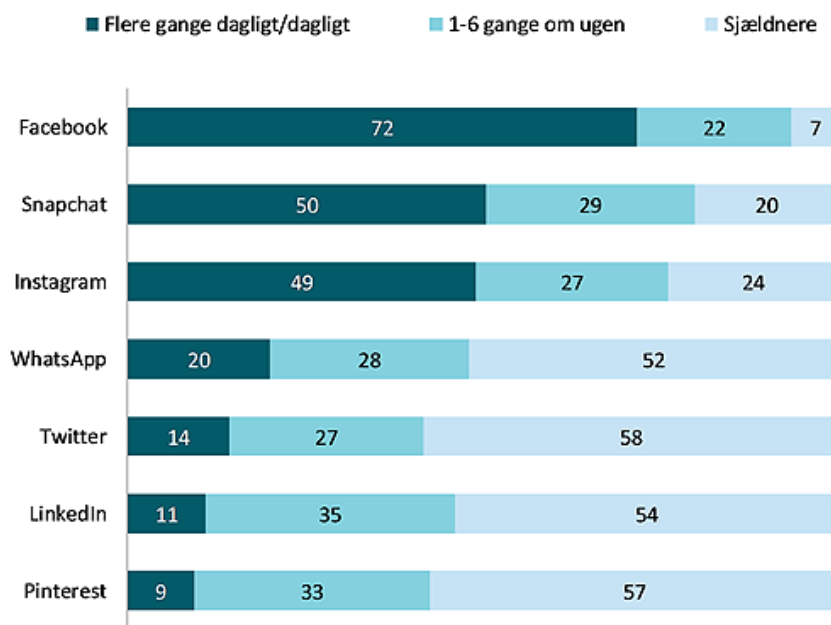
Kilde: Danmarks Statistik - It-anvendelse i befolkningen 2017 – særkørsel. Data bearbejdet af Slots- og Kulturstyrelsen.

Appendix 2 – Percentage of Internet Users in the Age Group 16-89 Year Olds, Who Have Made Use of Social Media
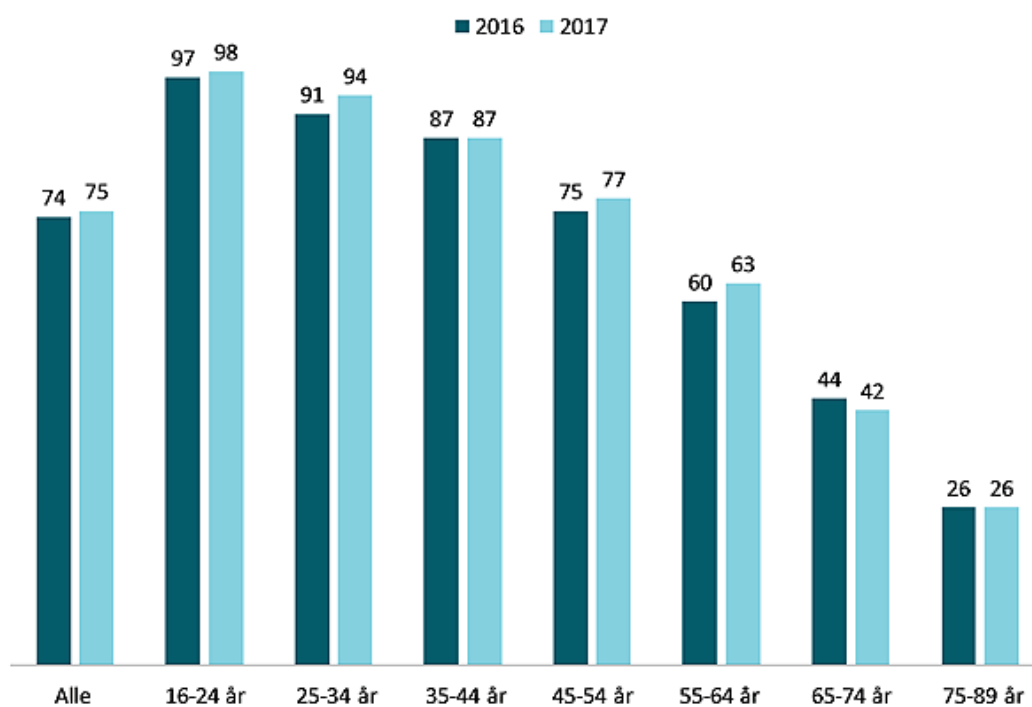
Kilde: Danmarks Statistik - It-anvendelse i befolkningen 2016-2017 – særkørsel. Data bearbejdet af Slots- og Kulturstyrelsen.

Appendix 3 - Percentage of the Daily Use of the Respective Social Media Platforms by Men and Women

Legend: ■ 2016 ■ 2017

Facebook — Mænd: 70, 67 | Kvinder: 74, 76
Snapchat — Mænd: 49, 49 | Kvinder: 52, 51
Instagram — Mænd: 39, 38 | Kvinder: 52, 57
Twitter — Mænd: 18, 17 | Kvinder: 13, 9

Kilde: Danmarks Statistik - It-anvendelse i befolkningen 2016-2017 – særkørsel. Data bearbejdet af Slots- og Kulturstyrelsen.

Appendix 4 - Interview Questions (Interview Guide):

1. What is your name, age and occupation?

2. How do you use blogs?

3. What types of blogs do you consume?
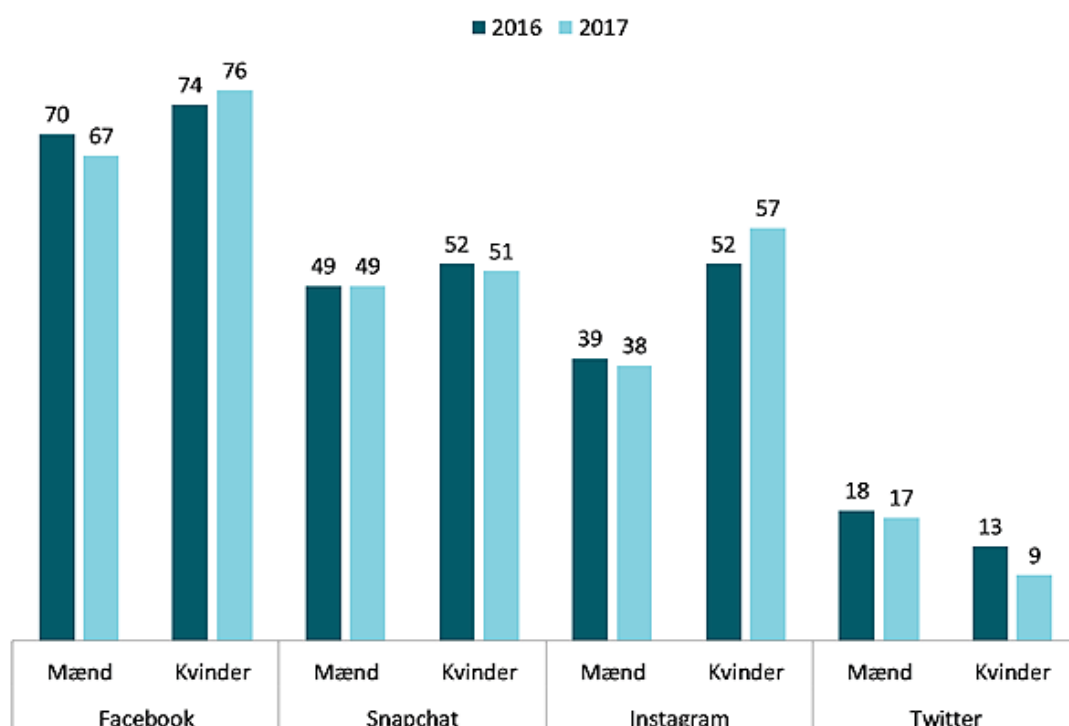
4. Which parameters do you take in to consideration when choosing a fashion blogger to follow?

5. How does sponsored content influence you?

6. Have you ever bought something that a blogger has recommended? (Sponsored/Non Sponsored)

7. Have you experienced a mismatch between the image of the blogger and the sponsor? (How?)

8. Does your perception of the blogger affect your purchase decision?

9. Have you recommended a blogger/their blogpost to a friend? (How? Have anyone recommended a blogger to you?)

10. Which effect does a blogger recommendation about a product/brand have on you? Is it more trustworthy/effective than what the brand communicates?

11. Do you have a more positive perception when a blogger endorses a well known brand compared to an unknown brand, or does the level of brand awareness not make a difference for you?

Appendix 5 – Lydia Elise Millen's Sponsored Post with the Description

lydiaemillen Today it finally feels a little more like Spring is on its way and I've been preparing my make up bag accordingly! I loved shooting this #NOMAKEUPMAKEUP look with @lorealmakeup. My favourite make up seasons have always been Spring and Summer, foundations get lighter, colours get brighter and skin is at its most luminous so obviously I couldn't wait to test drive this collection! I'm wearing Bonjour Nudista skin tint and its beautiful, giving my skin a dewy natural warm glow without looking oily which is such a difficult consistency to get right! The "Life's a peach" blush is my new Spring ready blush, it's got these beautiful warm tones mixed in with gorgeous gold glow which smells as good as it looks and I finish with the most beautiful highlight from the La Vie En Glow palette in warm glow which is a smooth and subtle highlight without the glitter now available to buy at @lookfantastic #SpringIsComing

Vis alle 205 kommentarer

lydiaemillen @xskatty sorry I don't understand lovely?

diipakhosla Beautiful babe ❤️ ❤️ ❤️

14. MARTS · SE OVERSÆTTELSE

Appendix 6 – Alexandrea Garza's Sponsored Post with the Description

Appendix 7 - Sandra Willer's Sponsored Post with the Description

Appendix 8 - Interview with MJ

Date: 04-17-2018
Duration of the interview: 00:36:58
Interview by: Jonas Christiansen (JC)

Information about the respondent:
Name: Melanie J. (MJ)
Age: 24
Occupation: Full time job as a social worker

Transcription:
00:07 JC: Okay, hvis du lige vil starter med at introducere dig selv ift. navn, alder og hvad du laver.

00:26 MJ: Okay, mit navn er Melanie Jensen, jeg er 24 år gammel og jeg er færdig- og nyuddannet international og interkultural socialrådgiver. Jeg er ansat i køge jobcenter i et syge- dagpenge team hvor jeg er sagsbehandler for sygemeldte borgere.

01:05 JC: Okay, hvordan bruger du blogs?

01:25 MJ: Jeg bruger det til forskellige ting. Jeg bruger det oftest til at få inspiration ift. fashion, tøj, stil, makeup, smykker. Ja bare sådan alt hvad der indgår derunder. Til at se nye trends eller få en fornemmelse af hvad der er nice og hvad der ikke er nice. Men jeg kan også nogle gange bare bruge det til at frakoble mit hovede. Det er heller ikke ofte jeg tager bevidst stilling til hvad jeg ser. Så nogle gange kan jeg også bare se det bare for at se det. Enten på arbejde eller om aftenen for bare at se et eller andet. Så synes jeg det er meget hyggeligt bare at se det fordi det er ret ligetil og jeg skal ikke bruge så meget krudt på at forstå en hel masse ting.

02:39 JC: Okay, så det er en måde at koble af på i din fritid?

02:45 MJ: Ja, men en anden faktorer som jeg ikke ved om er så populær at sige er at det også kan være lidt et escape på en eller anden måde til at se hvordan andre lever deres liv. Hvis man f.eks. ser nogle der lever et mega fedt liv hvor de er ude og rejse hele tiden eller oplever ting såsom store events. Altså nogle ting man ikke altid oplever i sit eget liv men man får en lille bid af oplevelsen gennem dem. Det er lidt som at flygte ind i deres verden. Selvom man godt ved det er mega opstillet, for det er det jo typisk, for de klipper jo kun det sammen som ser fedt ud. F.eks. har jeg lige set en der var i Milano til en ny kampagne med et makeup mærke som er lavet af Rihanna. Og hende her jeg følger blev inviteret til Milano hvor man så ser hende på rød løber og til koncert. Det ser bare fedt og glamourøst ud. Og så sidder man lidt og sammenligner det med sin egen hverdag.

04:29 JC: Okay, hvad for nogle platforme bruger du?

04:36 MJ: Jeg startede ud med blogs, altså dem man læser. Men ligeså snart jeg fandt ud af at det også fandtes på YouTube så begyndte jeg at se det der hvor der skal du endnu mindre tage stilling for der ser du det bare. Plus du også får et meget mere personligt forhold til det du ser fordi du mere oplever det mere visuelt. Så du har flere sanser med ift. hvis du bare læser det på en skærm. Så er det nemmere at få et billede af den du følger. Jeg kan rigtig godt lide at se YouTube også fordi jeg tror at jeg er mere visuelt som menneske.

05:57 JC: Hvor lang tid vil du skyde på at du bruger på det om dagen?

05:57 MJ: Det har ændret sig meget efter jeg fik arbejde. Og det afhænger meget af hvad jeg beskæftiger mig med, fordi da jeg skrev bachelor så der brugte jeg rigtig meget tid på det. Der blev det brugt som overspringshandling. Så på det tidspunkt var det flere timer om dagen. Men nu er det faktisk rigtig sjældent fordi jeg er rigtig træt efter arbejde så falder tit på i søvn så jeg når det ikke rigtigt. Så nu er det måske 30 minutter i gennemsnit. Nogle gange mere og nogle gange mindre alt efter hvor meget tid jeg har til det. Til gengæld bruger jeg så Instagram meget mere fordi jeg pendler frem og tilbage.

07:34 JC: Okay, hvad er det så for nogle typer blogs du ser ift. emner?

07:41 MJ: Det er helt sikkert mode. Og så er det også livsstil. Men jeg kan også godt finde på at se underholdning hvor der ligesom bliver lavet en sjov video. Så det er lidt en blanding.

08:52 JC: Okay, hvis du nu skal finde en blogger hvad er så afgørende for om du ikke nødvendigvis bliver bidt men hvad afgør om du går ind og læser mere om det? Er det f.eks. followers, eller hvor mange år de har brugt?

09:31 MJ: Jeg synes deres personlighed er det vigtigste. Hvis jeg ikke bryder mig om dem som person så gider jeg ikke glo på deres kanal for så irriterer de mig bare og deres indhold bliver ligegyldigt fordi jeg ikke kan lide dem. Det kan også bare være hvis jeg synes de er kedelige så gider jeg heller ikke se det. Hvis det er folk jeg synes er nice mennesker, super sød eller vildt grineren så fanger det min interesse. Nogen gange kan det selvfølgelig godt komme fordi de har mange følgere og så på en eller anden måde kan det godt være min første tanke "når man de har mange følgere så de må have noget godt". Så screener jeg igennem og ser om jeg kan lide det. Der er en del bloggere der har mange følgere og så har jeg fulgt dem i et stykke tid og så fundet ud af at de ikke siger mig noget og så har jeg bare unfollowed igen.

10:59 JC: Så det personlige aspekt er det vigtigste

11:05 MJ: Ja absolut

11:05 MJ: Også om de er autentiske og ikke føles falske.

11:35 JC: Okay, ift. sponsoreret indhold. Vi undersøger jo effekten af at bloggere nu skal sige at der står nogen bag opslaget og giver dem penge. Hvordan påvirker det dig at du ved det her opslag du læser er sponsoreret?

11:55 MJ: Jeg er nok meget splittet omkring det. På den ene side er jeg død ligeglad. Men det afhænger igen af deres personlighed. Hvis jeg har bedømt at det er en jeg synes er autentisk og oprigtig så har jeg allerede en forforståelse for at det indhold personen lægger op er noget de selv kan stå inde for.
Men f.eks. har jeg også set en anden blogger hvor det virkelig bliver falskt. Hun har forskellige sponsorater og så ligger hun ofte en masse billeder op med en masse tøj og så en uge senere så på hendes anden account med "ting til salg" sælger hun hele lortet igen. Der føler jeg at det mister hendes troværdighed for så er det som om hun bare gør det for pengene.

13:34 JC: Hvordan har du det med det?

13:35 MJ: Det synes jeg er nederen. For så oplever jeg ikke den oprigtige interesse overfor det sponsorat man har lavet men mere at personen bare har gjort det for at tjene penge og blive promoveret.

13:55 JC: Er det noget du kunne finde på at reagere på med f.eks. at skrive en kommentar?

14:01 MJ: Nej det kunne jeg ikke, aldrig. Men det er jeg også ligeglad med. Jeg tager bare et valg. Og i sidste ende er det nok også derfor jeg er lidt ligeglad. For hvis jeg ser noget jeg synes er flot og det er promoveret og hvis jeg godt kan lide det så køber jeg det bare. Men det holder ikke mig tilbage fra at købe tingene. Det er nok mere i forhold til mine tanker om vedkommende.

14:57 JC: Okay, så det rammer mere deres personlige brand i din optik?

14:57 MJ: Ja

15:00 JC: Okay, har du nogensinde købt noget en blogger har anbefalet som var sponsoreret?

15:20 MJ: Ja det har jeg. For det meste de ligger op er jo sponsoreret. Så ja en del gange. Ihvertfald 2 ting tror jeg, hvis ikke mere. Jeg har ihvertfald et par ting jeg har købt fordi jeg så det og synes det så fedt ud. Jeg synes også det er rart at kunne se det på en levende model og se "hey det er sådan det ser ud i virkeligheden". Det synes jeg er fedt ift. hvis man ser det på en dukke. F.eks. er der også en hjemmeside jeg ikke kendte før jeg lærte den at kende gennem 2 bloggere som nu er blevet en af mine favorit hjemmesider ift. shopping. Det samme med makeup. Jeg har købt rigtig meget makeup. Der var en periode i efteråret hvor jeg købte alt

muligt makeup fordi jeg begyndte at se rigtig mange videoer omkring hvordan man gjorde og hvilke produkter der var gode. Jeg følte mig meget styret af det i en periode, jeg er kommet lidt væk fra det igen vil jeg så sige. Men der har jeg købt rigtig meget og det blev en ret stor ting for mig.

17:17 JC: Okay, ændrer det så noget for dig at der står det er sponsoreret?

17:28 MJ: Nej slet ikke

17:31 JC: Okay så det ville være ligegyldigt for dig om det stod der eller ej

17:32 MJ: Det er ligegyldigt.

17:42 JC: Så har jeg et spørgsmål ift. typer af sponsorater. Vi har fundet ud af at der nogle gange er et mismatch mellem hvilket brand og hvilken type blogger der laver samarbejder. Er det noget du har oplevet?

18:22 MJ: Ja, det har jeg. Jeg tror jeg så noget på et tidspunkt hvor en dreng der laver rigtig mange sjove videoer og så laver han pludselig en tale video om et firma der laver sæber og duftlys. Der synes jeg det var mærkeligt.

19:17 JC: Hvordan påvirker det så din holdning til bloggeren og brandet?

19:29 MJ: Det er unødvendigt og det er nok der hvor vedkommende kan komme til at miste noget troværdighed hos mig fordi jeg tænker hvilke motiver der er bag. Er det bare for at tjene penge eller er det oprigtig motivation og lyst der står bag at du virkelig gerne vil vise de her ting.

20:07 JC: Okay, hvordan ændrer bloggeren din beslutning om at købe produktet?

20:33 MJ: Godt spørgsmål for det påvirker mig. Som udgangspunkt så vil jeg jo helst gerne træffe beslutningen om jeg køber det eller ej. Og jeg tænker jo altid over om jeg kan lide det jeg ser før jeg køber. Men nogle af de bloggere jeg følger og som jeg har fulgt i længere tid, de får nærmest en taleret i mit liv fordi jeg følger dem. De kontrollerer jo ikke hvad jeg skal have på men jeg har lagt mærke til at der er nogle af deres ord og vendinger der sidder fast i mit hoved. Så f.eks. deres meninger kan godt smitte af på mig. Så hvis de ikke kan lide noget jeg godt kan lide så bliver jeg splittet. Men det kommer også meget an på personen og hvor sikre de er på deres egen smag og stil og hvor meget de hviler i sig selv. Der tror jeg godt at jeg nogen gange har været til for tilbøjelig til at blive tabt i alle de mange stemmer. Så nogle gange kan min egen mening godt lidt forsvinde i alle de meninger.

23:00 JC: Okay, har du nogensinde anbefalet en post eller blogger til en ven?

23:14 MJ: Både ja og nej. På den ene side så nej hvor jeg ved ikke hvor vel anset det er at en pige i min alder følger sådan nogle mennesker. Det er ikke så naturligt at jeg siger til venner at de skal gå ind og følge nogen. Kun hvis vi tilfældigt snakker om det og jeg kan mærke min veninde f.eks. har samme indstilling. Hvis det er indhold der er underholdende så synes jeg ikke det er svært at anbefale men hvis det handler om mode og fashion så har jeg for det styrer hvor det andet bare er underholdning.

Pause

27:10 JC: Ville det være anderledes for dig for nu er der mange firmaer der går ud og laver reklame via en blogger. Er det mere effektivt end hvis de f.eks. selv gjorde det?

27:26 MJ: Ja.

27:31 JC: Okay så det er federe for dig hvis det går gennem en blogger?

27:40 MJ: Ja også fordi at hvis det er reklamer som f.eks. på TV så ligger jeg ikke mærke til det. Det irriterer mig faktisk. Hvis det også er ukendte brands der er på vej op så er jeg ikke så god til at give det en chance medmindre jeg har set det gennem en eller anden. Lad os sige jeg fandt et brand og jeg gik ind på deres hjemmeside og så kommer forsendelse og sådan nogle ting og jeg aner ikke om jeg kan stole på det her firma. Får jeg min vare? Er det samme stand som på hjemmesiden? Alle de her forskellige ting og så ender det tit med at jeg ikke gør det alligevel. Hvad hvis de ikke findes i virkeligheden og bare tager mine penge? Så ved at jeg springer det link over og går til nogle mennesker som jeg stoler på der står inde for brandet så ved jeg at det fungerer og jeg kan se at standen er god ved at de f.eks. har det på.

29:21 JC: Okay så det var faktisk mit næste spørgsmål. Er det mere interessant for dig hvis det er et brand du kender i forvejen kontra hvis det var et ukendt brand?

29:56 MJ: Nej ikke rigtig. Hvis det er kendte brands så ved jeg godt hvad jeg kan få og kender standarden og kvaliteten. Det er lidt sjovt for der er nogle bloggere jeg følger der ved siden af deres egne blog laver noget der hedder COKE TV sammen med Coca Cola og det ser jeg aldrig. Og jeg ved ikke hvorfor for det er de samme mennesker jeg normalt godt kan lide men fordi det er gennem et brand så bliver det upersonligt. Til gengæld var der også et eksempel med en rejse blogger som laver rigtig meget underholdning sammen med store brands. F.eks. en med Nike hvor hun puttede nike logoer på sine øjenbryn og lavede en mega griner video ud af det. Det synes jeg er fedt for man får minimeret den hype der er omkring det og så kommer det ned på et mere personligt niveau hvor det ikke er så højtideligt. Med ukendte brands synes jeg det er en fed måde at slå igennem på netop fordi der er nogle der bruger deres produkt. Det der er irriterende er at hvis hvert opslag man ser er sponsoreret af et nyt brand. Der kunne jeg godt tænke mig noget mere kontinuerligt.

32:42 JC: Det var faktisk mit sidste spørgsmål ift. netop det. Der er netop nogle som køre mange forskellige opslag med mange brands og så er der nogle der kører med det samme brand over en længere periode.

33:12 MJ: Jeg synes helt klart det er bedst med det samme brand fordi det styrker troværdigheden. Man fornemmer at denne her blogger har noget godt kørende med et brand de kan lide og kan derfor stå ekstra meget inde for det. I stedet for at køre det ene efter det andet. For så tænker jeg at det nok ikke var så godt og bare for at tjene penge. Det virker dog også til at hvis en blogger kører det samme over en længere periode at de begrænser deres muligheder for at lave ting med andre firmaer.

34:04 JC: Er det skidt for dig som forbruger?

34:03 MJ: Det er det måske ikke.

34:14 JC: Jeg spørger bare, er det skidt?

34:21 MJ: F.eks. er der en blogger som har lavet noget med noget undertøj og så må hun ikke bruge andet over en længere periode. Jeg synes ikke det gør så meget og så alligevel gør det. Jeg tænker egentlig nok mest på hende. Men hvis det er jeg ikke kan lide det undertøj hun reklamerer for og jeg ikke kan lide det så mister hun måske mig fordi jeg ikke gider se på det. Men derudover synes jeg det er godt at have nogle samarbejder på længere sigt men der skal også være plads til nye. Det jeg bare ikke kan lide er hvis de snakker helt vildt godt om et produkt i et opslag og så hører man aldrig om det bagefter. Det synes jeg sker ret ofte. Og så føler jeg mig snydt.

35:56 JC: Føler du at de så bare gør det pengenes skyld?

36:03 MJ: Ja det vil jeg sige. Men ikke kun pengene men også bare for at blive set. Nogle gange tænker jeg at det bare er fordi de bare gerne vil ses også.

36:07 JC: Okay mange tak for dine svar.

Appendix 9 - Interview with YB

Date: 04-08-2018
Duration of the interview: 00:12:06
Interview by: Selma Canbek (SC)

Information about the respondent:
Name: Yasemin B. (YB)
Age: 25
Occupation: Two part time jobs, both working with young people with autism and in a health care home for older people.

Transcription:
00:00 SC: I am doing a consumer culture survey about attitudes and behaviours regarding sponsored content from bloggers, in this regard I would like to ask you some questions for this interview. The first question is what is your name, age and occupation?

00:20 YB: Well my name is Yasemin, I am 25 years old and I have two jobs, two different jobs. I work with young people who have autism and live in an institution. And the other one is a care home for older people.

00:40 SC: So you have two jobs?

00:40 YB: Yes, I do.

00:42 SC: Okay. How do you use blogs?

00:44 YB: Well I use blogs to follow people with a certain lifestyle. People who show off their styles, makeup products and what kind of techniques they use in fitness, to get fit.

01:09 SC: So it is for makeup, fitness?

01:11 YB: Yes, and style, and fashion.

01:13 SC: Okay. So which platforms do you use when following these bloggers?

01:18 YB: I use Instagram, the reason I use Instagram is because they often show off how they combine their style, and they just...

01:38 SC: Show it on photos?

01:38 YB: Yes, they show photos all the time. They post a lot of photos and videos, and the reason I use Snapchat is because of their videos.

01:46 SC: Okay. So you are not using the bloggers' website?

01:51 YB: No, I do not use their websites.

01:52 SC: Only Snapchat and Instagram?

01:53 YB: Only Snapchat and Instagram.

01:54 SC: Okay. So how much time do you use on bloggers?

01:57 YB: I check it every hour. All the time. It is kind of an addiction.

02:03 SC: So it is part of your everyday life?

02:04 YB: Yes, it is.

02:05 SC: So the main purpose of consuming these blogs are fashion inspiration and?

02:13 YB: It is just for inspiration, it is inspiration for fashion, inspiration for buying new makeup products, inspiration to use some other gym…Fitness instructions.

02:32 SC: Okay. What types of blogs do you use? We actually just touched upon it. I was fashion?

02:38 YB: Yes, it is the same. We have answered this question.

02:42 SC: Fashion, makeup and fitness?

02:43 YB: Yes.

02:46 SC: Which parameters do you take into consideration when choosing a fashion blogger to follow?

02:48 YB: Well, it is important for me that they have a lot of followers, because it feels more trustworthy when they have a lot of followers.

03:01 SC: So you do not look at how many years they have blogged for?

03:04 YB: No, I do not. I do not care.

03:08 SC: How does sponsored content influence you? What do you think when you see sponsored content?

03:15 YB: Well (...) I do not find it convincing because I know that it is sponsored, and the reason I do not feel that it is convincing is because it is not something that they write or say themselves about the products, it is a setup. I mean, they have been told what they should write under the picture, or what they should say in the video.

03:48 SC: So, you feel like it is not something that they put their own words to?

03:52 YB: No, it is not their own words. That is not what I feel.

03:56 SC: Okay. So, have you ever bought something that a blogger has recommended? Whether it is sponsored or not sponsored? Like something that is sponsored and the blogger has recommended it, have you ever bought that?

04:13 YB: No, I have not. And the reason I have not bought it is because it is sponsored. I do not feel it is something reliable. The reason I do not find it reliable is because the product they have is kind of a gift and it is not something that they go out and buy themselves.

04:40 SC: So, you feel like it is gifted from brands, and that is why they are showing it?

04:42 YB: Yes. It does not seem like it is something they would have bought necessarily.

04:48 SC: Okay. So you have not never bought something that a blogger has recommended?

04:54 YB: I only did it once. It was a YouTube blogger. It was something she recommended, it did not seem like it was sponsored from a brand.

05:06 SC: What was the product?

05:06 YB: It was a makeup product, a Laura Mercier translucent powder. She recommended it because she used it to set her makeup, and when I looked at the comments, a lot of people did agree that it was a good product. And that is why I actually bought it.

05:25 SC: So it also has something to say to you, when the comments are also positive?

05:31 YB: Of course, it just seems like when more people do agree about something, it just seems more trustworthy.

05:40 SC: Okay, like it is a good product?

05:41 YB: Yes.

05:43 SC: But, you are sure that that product was not sponsored? It was just part of her daily routine maybe?

05:49 YB: Yes, that is was I think. It seemed like that.

05:53 SC: So you have not bought anything that is sponsored?

05:54 YB: No. And usually when something is sponsored, they write it somewhere.

06:00 SC: And that was not the case on this one?

06:01 YB: No, it was not.

06:02 SC: Have you experienced a mismatch between the image of the blogger and the sponsor?

06:09 YB: No, I do not think so. I do not think that it would be a good thing either, if they promote something that they cannot stand in for. Or something that does not match their style. And the reason I think that is because, I mean you cannot sell something that you cannot stand in for.

06:35 SC: So, you feel like they are showing products that match their style?

06:40 YB: Yes, and maybe something they like and they can use.

06:42 SC: Does your perception of the blogger affect your purchase decision? Like if you have a positive perception of the blogger, then would you be more likely to buy it, or if you have a negative perception of the blogger, are you then less likely to buy it?

07:02 YB: Yes, I mean if it is from a blogger I like, I would probably think about it. Maybe, I have not done it yet, but maybe I could search about the product, read about it. But if it is from someone I do not like, or someone I do not follow, I would not hesitate, I would not even think about buying the product she is showing.

07:30 SC: You would not even do a research or pay attention?

07:29 YB: No, I would not. I would just move on.

07:35 SC: Okay. Have you ever recommended a blogger or a blogpost to a friend?

07:39 YB: I did. I did recommend a blogger. A girl, she was blogging about her lifestyle, blogging about her fashion, and makeup products she uses. And I did recommend a blog post too about how you can interior your house, or room. So, yes I have.

08:09 SC: You did? Okay, why did you recommend this girl?

08:15 YB: Well, I did it because I think she is a good person, you can get inspired of. She is very good at selling her style.

08:24 SC: How do you feel that she is good?

08:26 YB: Well, she is good at combining her style and she just tells it when it is sponsored, and tells it when it is not. She has her own opinion.

08:48 SC: So it does not feel like she says something because she has to say it, but she says her true and own opinion?

08:52 YB: Exactly.

08:55 SC: Okay, then have anyone ever recommended a blogger to you?

09:01 YB: They might have, but I cannot remember, probably because I was not interested in that person.

09:08 SC: Which effect does a blogger recommendation about a product/brand have on you? Is it more trustworthy/effective than what the brand communicates themselves like in advertisements. Do you feel like a blogger recommendation is more effective?

09:23 YB: It is more effective. It is effective because they target or they reach out to the right people with the blogger. I mean when it is something you see on the TV, you probably just move on to the next channel, but if it is from a blogger you could check it out.

09:52 SC: Why would you move on to another channel, if you see it on TV?

10:13 YB: (...) The difference is, when it is on Instagram and I see something, I see something that I want to see. But when it is on the TV, it is not something I am interested in. It is something...

10:31 SC: That could be for anybody?

10:32 YB: Yes.

10:33 SC: Okay, great. So you feel that if a blogger tells about something, it is more influential and effective, and trustworthy because it could match your style, because you already follow this person. Compared to if you saw it in TV, you feel that it could be for anybody?

10:52 YB: Exactly. It could be for anybody and it is not something that I wanted to see. I did not see it on purpose, it just showed up.

10:58 SC: So, do you have a more positive perception when a blogger endorses a well known brand compared to an unknown brand?

11:06 YB: Well, I do have a positive perception when a blogger does endorse a well known brand, because it is something I can compare to. It is probably something that I have heard of before, or something my relatives had before, or already have. And it is something I would buy only because it is safe to buy it. I would not buy something that is unknown, because I have not heard of it before or I have not seen it before. I would think about it twice, at least, before I buy something that is unknown.

11:45 SC: Maybe because you do not feel safe about it, or there might be a risk?

11:47 YB: No no no, I do not feel safe about it. I would rather buy something that I already know.

11:56 SC: So the level of brand awareness definitely makes a difference for you?

11:58 YB: Of course.

12:00 SC: Great. Thank you for the answers and have a nice evening.

12:04 YB: You are welcome.

Appendix 10 - Interview with MD

Date: 04-18-2018
Duration of the interview: 00:18:00
Interview by: Jonas Christiansen (JC)

Information about the respondent:
Name: Maiken D. (MD)
Age: 28
Occupation: Master Student at CBS with part time job

Transcription:
00:15 JC: Okay hvis du starter med at introducere dig selv mht. navn, alder og hvad du laver

00:16 MD: Okay, jeg hedder Maiken Illum Dalegaard, jeg er 28 år gammel og er studerende cand.soc.hr og jeg arbejder Netcompany som studentermedhjælper.

00:34 JC: Okay, og du følger nogle blogs. Hvordan bruger du blogs?

00:48 MD: Ja. Jeg tror jeg bruger dem sådan lidt inaktivt. Jeg bruger dem når de er der. Jeg opsøger dem ikke selv. Jeg læser bare og ser når det dukker op i dit feed.

01:10 JC: Okay, de ting der kommer op har du jo selv valgt. Hvad for nogle ting har gjort at du valgte dem på dit feed?

01:18 MD: Altså hvilke interesse områder det handler om?

01:26 JC: Ja f.eks. Det kunne også være at de havde mange followers og tænkte at du derfor måtte følge dem.

01:31 MD: Ofte har det meget været fordi jeg har snakket med andre om det og blevet anbefalet at følge dem. Nogle gange er det tilfældigt og så finder jeg nogen gange folk gennem f.eks. "explorer" funktionen på Instagram. Og hvis de så er griner så scroller jeg igennem og ser om det er det hele tiden og så kan jeg godt finde på at følge dem.

02:00 JC: Okay så det er lidt tilfældigt dem du har fundet?

02:08 MD: Nogle gange og nogle gange ikke. F.eks. sådan noget med sport så er det meget bevidst.

02:11 JC: Hvad for nogle emner er det primært dem du følger snakker om?

02:14 MD: Jamen det er primært trænings blogs.

02:26 JC: Okay er der andre ting?

02:35 MD: Ja livsstil. Men når jeg tænker over hvilke nogle blogs jeg følger så er det typisk livsstil og folk der skildrer deres træning. Og så bliver det tit også meget mere end det. F.eks. mode. Og så bliver det ofte det med at så får de et eller andet sponsoreret lort og så handler det også om mode

03:17 JC: Okay, har du noget imod det?

03:17 MD: Ja det har jeg. Rigtig meget.

03:21 JC: Hvorfor?

03:23 MD: Det ved jeg ikke. Jeg sad faktisk lige og tænkte på det inden vi gik i gang "hvem følger jeg egentligt?". Og der kan jeg lige konstatere, og det ved jeg ikke om du kan bruge til noget f.eks. en der hedder "Healthyskinnybitch", hende startede jeg med at følge fordi at jeg godt kunne lide hendes trænings indlæg men så lige pludselig røg det over og handle om alt muligt andet jeg ikke gad at se på.

03:52 JC: Hvad handlede det så om?

03:54 MD: Netop sådan noget med mode. Og så får hun i hoved og røv. Det kunne jeg ikke lige holde ud at se på haha. Så hende følger jeg ikke længere.

04:10 JC: Nej okay, er personligheden vigtig for dig?

04:13 MD: Helt vildt! Helt vildt!

04:17 JC: Det var en meget kraftig reaktion

04:19 MD: Ja men det er fordi det er det allervigtigste. Jeg følger også en anden som startede som sådan en, ja livsstil. Og så mener jeg også hun lavede lidt træning. Jeg ved ikke engang hvorfor jeg startede med at følge hende men jeg synes hun var vildt sjov i starten. Og hun har totalt ændret personlighed her for nyligt. Hun har fået nyt arbejde og så har hun ændret personlighed synes jeg. Så hende har jeg faktisk overvejet at unfollow fordi jeg synes hun er blevet irriterende.

04:58 JC: Så det er det personlige plan der er vigtigst for dig?

05:04 MD: Ja jeg tror at det man kan identificere sig med det gør at man bliver ved med at synes de er interessante at følge.

05:15 JC: Okay, hvordan så med sponsoreret indlæg for det er jo den måde de tjener penge på. Og vi undersøger jo hvilken effekt det har for dig at der lige pludselig står tydeligt at det er sponsoreret hvor at man før i tiden ikke altid kunne vide det. Hvad er din holdning til de her indlæg der er sponsoreret?

05:36 MD: Jeg synes det er virkelig godt at det er tydeligt nu. Men det er også noget af det der gør at jeg så vælger det fra. For jeg kan så se hvor de får. Og jeg synes det er helt ud i hampen. Det er et vanvittigt job.

06:11 JC: Er der nogen gange hvor du synes det er okay?

06:10 MD: Ja. Det er sjovt for jeg følger en der hedder "HelseMathilde". Ved du hvem det er?

06:25 JC: Nej

06:26 MD: Okay, men hun er faktisk en ret stor blogger. Og alt hvad hun får det synes jeg faktisk er okay. Men det er nok fordi jeg tilpas meget godt kan lide hende. Og hun er også sådan en der ikke lægger fingre imellem hvis det er noget lort. Så det kan jeg godt unde hende.

06:47 JC: Kan du godt lide at de er kritiske overfor de ting der er sponsoreret af?

06:51 MD: Ja men det er ikke særlig tit de gør det. Jeg tænker ikke det er mange gange jeg har oplevet at de har givet kritik af det de har fået.

07:13 JC: Okay så det er sjældent?

07:18 MD: Ja

07:19 JC: Okay, hvordan har du det så med at formålet med de her posts er at de skal prøve at sælge dig noget? Er det det der tænder dig af?

07:29 MD: Ja

07:29 JC: Okay, har du nogensinde købt noget der var sponsoreret?

07:58 MD: Hmm ikke direkte, jeg har set ting på nettet og så købt det

07:57 JC: Okay hvad er det så der sker fra når du ser det på Instagram til du køber det?

08:03 MD: Jeg tror det at jeg ved. Altså den der influencer ting det gør at jeg er meget mere bevidst om at jeg ikke skal falde i den fælde

08:17 JC: Okay så du bliver lidt trodsig?

08:23 MD: Ja lidt, og det er nok det der sker når man kan se det er sponsoreret kontra hvis man ikke kunne. Så lader man sig bare inspirere af det

08:29 JC: Så det er mest inspirationen du gør det for?

08:37 MD: Ja, men ift. hvordan jeg har det med at det er sponsoreret så tror jeg at det at jeg kan se det er sponsoreret gør at jeg bliver mindre inspireret af det.

08:58 JC: Okay så det at det er sponsoreret gør at du ikke rigtig tager noget med fra "opslaget"? Hvorimod hvis det ikke var ville du måske tage noget mere inspiration med?

09:04 MD: Ja. Det virker nok omvendt på mig når jeg kan se det er sponsoreret.

09:16 JC: Okay men samtidig sagde du også at det nogle gange var helt okay, nogen af dem du godt kunne lide.

09:19 MD: Ja. Det er fordi jeg kan lide dem. Jeg tror også at det handler om at for mig så siger det også noget om at dem der vælger at sponsorere de forskellige bloggere tager et valg om hvem de gerne vil sponsorere. De tænker "hvem vil vi gerne ses igennem". Og der tænker jeg at f.eks. hende HelseMathilde jeg synes er så fucking cool og hudløst ærligt. Og så synes jeg det er cool der er nogle brands der gerne vil sponsoreres igennem hende og hendes personlighed. Så hvis jeg ikke kan lide bloggeren så tænker jeg "hvis i skal sælge det gennem hende her jeg ikke kan lide så gider jeg ikke købe det".

10:37 JC: Okay nu siger du at hende her HelseMathilde bliver sponsoreret af brands der ligesom "passer" til hendes image. Har du nogen gange oplevet at der er et mismatch mellem brandet og bloggeren ift. deres image?

11:06 MD: Ja altså hvor det ikke hænger sammen?

11:23 JC: Ja

11:25 MD: Det tror jeg at jeg har. Jeg kan ikke komme i tanke om et konkret eksempel men det mindes jeg at flere gange har tænkt "det er da for vildt dobbeltmoralsk" at du sponsorers af det her.

12:17 JC: F.eks. med hende her HelseMathilde, der sagde du at det passede på hende.

12:18 MD: Ja men det er nok også fordi jeg begynder at synes hun er mere og mere nice ift. hvad det egentlig er hun bliver sponsoreret af. Så er hun f.eks. her for nyligt begyndt at blive sponsoreret af Sloggi

12:32 JC: Altså trusser?

12:35 MD: Ja og man har virkelig en dårlig association til Sloggy

12:39 JC: Det skal jeg ikke kunne sige

12:39 MD: Nej men det kan jeg fortælle at man har

12:39 JC: Okay, så det at hun bliver sponsoreret af det gør at du tænker mere skidt om det?

12:50 MD: Nej så begynder jeg at tænke godt om det.

12:57 JC: Nå fordi du godt kan lide hende?

12:57 MD: Ja og fordi jeg tænker at hun er nice. Og så vælger de vel selv. Hun kan jo selv bestemme om hun vælger at gå med til at lave noget med dem

13:21 JC: Ja så det er noget hun er gået med til så det irriterer dig lidt?

13:24 MD: Ikke lige i det her tilfælde. Jeg tror jeg startede med at tro det var et mismatch. Men så lige pludselig gav det mening og nu tænker jeg ikke over det mere.

13:53 JC: Okay så man kan sige at bloggeren har ændret din opfattelse om det her mærke trusser?

13:54 MD: Ja!

13:58 JC: Okay betyder det så noget for dig ift. om du kender brandet i forvejen eller om det er ukendt?

14:40 MD: Nej det ville ikke betyde noget for mig. Det tror jeg faktisk ikke.

14:44 JC: Så afhænger det mere af bloggeren for dig.

Recording accidentally stopped

00:04 JC: Okay vi er tilbage. Kunne du forestille dig købe noget i fremtiden som er sponsoreret?

00:26 MD: Ja hvis det er tilpas nice.

00:30 JC: Okay så det afhænger af produktet og ikke bloggeren?

00:34 MD: Ja 100% produktet.

00:37 JC: Okay, har du så nogensinde anbefalet en blogger eller post til en ven?

01:11 MD: Ja

01:17 JC: Er det noget i snakker om i din vennegruppe?

01:17 MD: Ja det er det nogle gange.

01:26 JC: Okay hvordan snakker i så om det?

01:33 MD: Det er mest hvis vi er inde på et eller andet emne og så er der måske en blogger der har skrevet om det. Så kan jeg godt finde på at anbefale det.

01:50 JC: Okay, ender det så ofte med at du følger bloggeren hvis du har fået hende anbefalet?

02:06 MD: Ja oftest.

02:07 JC: Hvilken effekt har en bloggers anbefaling omkring et produkt eller et brand på dig? Er det mere effektivt end når virksomheden selv kommunikerer omkring deres brand?

02:14 MD: Jeg synes helt klart at det er mere effektivt når det er igennem en blogger, for når det for eksempel kommer på TV, ligger man ofte ikke mærke til det, fordi det ikke fanger ens interesse på samme måde. Derfor synes jeg at det er mere effektivt når man hører omkring et produkt gennem blogger, også fordi man bliver mere inspireret og selv har valgt at følge pågældende blogger.

Recording accidentally stopped

00:04 JC: Okay så lige et sidste spørgsmål. Der er nogle gange at sponsorater kører over en længere periode og nogle gange er det bare en ny sponsor per opslag. Hvad er dine tanker om det?

00:35 MD: Jeg tror det virker bedre på mig at det kører over længere tid.

00:45 JC: Ligesom med undertøjsmærket?

00:52 MD: Ja for så bliver du mindet om det flere gange. F.eks. følger jeg en blogger der er sponsoreret af noget træningstøj. Og i starten tænkte jeg slet ikke over det. Men nu har jeg set det flere og flere gange og jeg ser nogle forskellige styles. Der kan jeg godt mærke at jeg begynder at kunne lide det. Havde jeg bare set det en gang så tror jeg ikke det havde haft samme effekt.

01:33 JC: Du sagde også tidligere at hvis det var sponsoreret ville du ofte slet ikke kigge på det. Altså en post og så så du det aldrig igen.

01:49 MD: Ja det virker slet ikke på mig på samme måde.

01:55 JC: Okay, super, mange tak for dine svar!

Appendix 11 - Interview with SS

Date: 04-10-2018
Duration of the Interview: 00:20:28
Interviewed by: Selma Canbek (SC)

Information about the respondent:
Name: Sania S. (SS)
Age: 26
Occupation: Master's student at CBS with a part time job.

Transcription:
00:00 SC: I am doing a consumer culture survey about attitudes and behaviours regarding sponsored content from bloggers online. In this regard I would like to hear about what your name, age and occupation is.

00:15 SS: My name is Sania, I am 26 years old and I am a student at CBS and I also have a part time job.

00:24 SC: I would like to hear, how do you use blogs?

00:27 SS: I would say I use blogs, but the only way I use blogs is through Instagram, so some of the influencers I follow on Instagram, even if they have a blog besides Instagram, I would go and look at their blogs whenever they post something, but I will not actually just go out and seek the blog on its own. So I always do it through Instagram.

00:48 SC: So Instagram is the only platform you actually focus on regarding blogs?

00:52 SS: Yes.

00:54 SC: So, what is the purpose of you consuming blogs?

00:58 SS: I actually only follow beauty and fashion related blogs, and I do that to get inspiration for which clothes to buy and what is "in" and what is not in fashion. And the same with beauty products. Whenever I am trying to buy something new, I always go online and I, not even only going online, but actually when I go through my feed on Instagram I see these bloggers and they post about some new clothes, or makeup products and sometimes it is even that I see what they are wearing or using and I will go to their blog and I will see their post and be like "oh maybe I should try this too". And sometimes I actively go out and seek reviews on blogs or also YouTube on stuff about stuff I want to buy. Very often I actually not only get inspired from blogs, but I also sometimes end up buying the stuff that I see.

01:49 SC: Then how much time do you spend on blogs, in a day?

01:59 SS: Okay. A day is difficult because sometimes you only engage with the post on Instagram, you will not click through to the blog.

02:10 SC: When I say blog, Instagram also works like a blog.

02:15 SS: Oh, then at least an hour a day.

02:20 SC: Then the next question is, what types of blogs do you consume? Like is it fashion, beauty posts? You actually just touched upon it but.

02:29 SS: Beauty and fashion actually, almost only. Then I follow a couple of health and nutrition and fitness ones - just to make myself feel good. These pages talk about training... About healthy food and stuff and I just like sometimes I get some inspiration for recipes. But mainly, beauty and fashion.

02:55 SC: The next question is, which parameters do you take into consideration when choosing a fashion blogger to follow? Do you look at things like the amount of followers they, for how many years they have been blogging and stuff like that or are there anything that you may be looking for?

03:10 SS: Actually, if I see a new person, which I do on Instagram because they have this explore tap where you see new people and also some of the pages I follow are pages that promote different types of bloggers and such. I will see someone new and first of all I will see if "do I like the photo?", "do I like the person and whatever they are wearing, their makeup or whatever they are about?" and then I actually go on to their page and I will check some of their photos and see; okay if it is a fashion blogger for example I will go and see what are they wearing on their photos, is it something that I like? And I will even check if it is within my price range. Because very often you see these people who have very nice clothes and stuff but everything is branded so you will not be able to afford anything. So I will check if their styles matches mine, and what I like, what type of product they use and who they are. Very often I feel like what happens is that you end up following someone who maybe resembles yourself, so for me personally I follow people who maybe wear things that I feel would look nice on myself too, who also have the same ethnicity as me or maybe the same skin color because you kind of feel like you can relate more to them. And yes, I will just choose based on that, and I will just look at their feed, and for the person, I actually do not care about how many followers they have, of course when you see someone that has 1 million followers then you are like "oh, they probably have a very nice page" I would say that it also matters, but it is not the most deciding factor, it is more about their content.

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04:41 SC: Then, how does sponsored content influence you?

04:46 SS: So, I would say it is in two ways. In the beginning... It is funny because I have always known of course that bloggers make money based on brands sponsoring their content and paying them to post about their products, but ever since it has become very visible and you see that it says sponsored, I just think that it takes away some of the legitimacy. Because I think that a lot of us see these bloggers as someone who is trustworthy and we believe their reviews. Also because bloggers do not only post about clothes and fashion, it kind of happens today that they post about their lives and their values and what they do everyday. So a lot of the things they actually also post about is not necessarily fashion related, it is actually about getting to know the person. So sometimes even though you do know that they are paid, you think "okay, if this person recommend something then they are kind of like a specialist in that field so they are probably right in what they are saying". When it says sponsored it kind of turns me off a bit because I get like "okay, they are being paid for saying this, like every word they are writing they is being paid for so I cannot trust them".

05:45 SC: So it feels maybe more like an advertisement?

05:49 SS: It feels a lot more like an advertisement and for example what I feel is so great about these bloggers is that when you follow them, you chose to follow them, so when they post about different brands you do not see it as a 'noise' as it is when you turn on the TV and there is an advertisement or on Facebook, where there is advertisement and you are like "come on, get over and done with it". I feel that in general, it does influence you and the brand you use but when it says sponsored, for me personally, I sometimes even skip the post when the first word is 'sponsored' like a hashtag, I sometimes skip it because I do not want to read it because everything is probably just made up. But I will also say that it depends on the product. For example for me, when it comes to clothing and shoes it is like very tangible and I can choose my clothing and shoes and stuff on how it looks. And also because I never buy something that it really expensive, so I never buy like a pair of jeans that cost DKK 10,000 or something. So it is like fashion or shoes, I might look at the post, and I might be inspired from it or, I have not done it yet, but I might even buy the thing on, but for example if it is something like skincare that you cannot know if it is good or not, that is something where I do not even look at the post, if I see that it is a skincare post and it is sponsored, I just skip it. Or if it is like makeup related, even though a lot of the makeup I buy is like based on bloggers and what they use and recommend, but if it is a sponsored post, I will just skip it, I will not even look at it.

07:26 SC: So, it has like a huge influence on you to see the product; like with clothing and makeup you can actually see the product and if it works, but with skincare you cannot really see it so you just feel like it is not what reliable?

07:39 SS: Exactly, I think that it is not reliable at all because then for me it is the same as watching an advertisement on the TV where they say "try this, this is good" and then I am like no to me.

07:56 SC: The next question is, have you ever bought something that a blogger has recommended. We can start with a non-sponsored recommendation, if you have ever bought that?

08:06 SS: I definitely have (laughter). I have bought so many things. Just like I said before, like so many of like the fashion and beauty related things, I see them on bloggers. Very often it might be from H&M, Zara or ASOS, it might be something I have not seen in the shops or on their Apps, like the boutique's Apps. But I will see it here (on the bloggers) and be like "oh, that looks so nice" and I already know these brands, so I might just decide that I am gonna get these jeans or I am gonna get these shoes or I am gonna get this makeup. I have done it very often.

08:40 SC: So, it is more that when it is clothing, shoes, makeup and stuff like that?

08:45 SS: I will say clothes, shoes and like makeup yes, that is kind of it. I do not buy like electronics or food products as such for example based on bloggers' recommendations.

08:57 SC: What about sponsored products, have you ever bought something that was sponsored?

09:00 SS: I actually do not think I have. Maybe I have, but you know those posts where it just says it in the title "paid partnership with bla bla bla" many of those I actually skip, and some of them even start with a hashtag that says 'sponsored'... It also depends on how it is formulated I would say. Those that just says 'paid partnership' and I know that that is like a legal requirement now, and says 'sponsored' as the first hashtag then you are like "okay, nah, I will just skip it", but some of them they say things like "in collaboration with this brand - even though it is a collaboration, it is still my own opinion" so even though they are paid it is their own opinion. Then I am more inclined about the product but I do not think that I have ever bought anything from those posts that clearly say that they are sponsored.

09:59 SC: And that is maybe because you feel like it is hard to trust and you feel like it is like an advertisement?

10:06 SS: I do feel like it is like an advertisement. The reason why I follow these influencers or bloggers is because I trust their taste and their recommendations, but I know when it is sponsored, for me, it is no different than just seeing an advertisement on the TV. That is always something that you just ignore. For me, personally, I hate when you are watching a

show on the TV and then ads show up and you are just like "come on". Or when you are on YouTube watching a video and then an ad pops up, you just want it to end or scroll by it.

10:39 SC: Have you ever experienced a mismatch between the image of the blogger and the sponsor? Like maybe the blogger or the person that you are following showed a product, but it does not really fit into their own style, but they are showing it anyway. Have you ever felt like being in that situation?

10:55 SS: There is this one thing that I have seen many bloggers promote and that is this tee called 'flat tummy tee'. Apparently, a brand made a tee that is supposed to give you a flat tummy and I think their marketing approach was to only use social media influencers to promote this brand, it is completely online based. So many of these bloggers and influencers who in their everyday life seem like they really care about healthiness and being okay with yourself, they would use or do sponsored posts with these products and I just feel like it is not credible at all. I actually do not think that this (tee) suits any blogger, but especially if you are trying to like create an image of yourself like you are a trusted and good person with good and healthy values, then it just does not fit anyone, or bloggers doing sponsored posts with that flat tummy tee.

12:01 SC: So you experienced a mismatch?

12:02 SS: I definitely did, yes.

12:05 SC: Does your perception of the blogger affect your purchase decision? Maybe if you have a positive or negative perception of them?

12:20 SS: I will definitely say "yes". For example, I follow this beauty blogger her name is Tamanna and her Instagram name is 'dressyourface', she is very popular, she does these masterclasses and makeup classes so I follow her and I have been following her for some time. Most interesting part of me is that I do not actually follow her so much for the makeup recommendations, I actually follow her because she seems like such a nice person, she has such a nice life, and a beautiful daughter. But she seems like a person with a lot of integrity as a person, so I would trust her reviews. And I remember I used to follow this one beauty influencer and she just had such an annoying personality and she was always very negative and would always curse and swear in her videos, and always shade and talk shit about other people then I just unfollowed her. Even though she was good at doing makeup, I just did not like her personality.

13:17 SC: So maybe you would not buy something that she recommended because you did not have a positive impression of her?

13:21 SS: Yes.

13:24 SC: So, it does have an influence on your purchase decision, whether or not you have a positive impression?

13:32 SS: Yes.

13:34 SC: Then, have you ever recommended a blogger or their blogpost to a friend?

13:37 SS: I have yes. Many times actually.

13:40 SC: In which categories? Only fashion and beauty or?

13:44 SS: Only fashion and beauty. but to give you an example, I follow different types of bloggers within fashion and beauty. For example I have a friend who wears the hijab, and if I find a blogger who does that too and dresses very nicely I will always tell her "oh Sarah, have you seen this she is very nice". Or even if I just start following someone and they have very nice style, and I am with a friend and we talk about clothes or something, I will say "have you seen this blogger? She has such nice style bla bla bla" and then my friend will probably also follow her.

14:17 SC: Okay. Then, have anyone ever recommended a blogger to you?

14:22 SS: Yes

14:23 SC: Also fashion and beauty related?

14:26 SS: Yes, it is actually only fashion and beauty related almost. I also follow some of these people who are like more addressing societal issues, that I find interesting and relevant, so I will also recommend those types of bloggers, and have recommended them to my friends, but obviously to friends who have the same values and same perspectives as I do.

14:59 SC: Which effect does a blogger recommendation about a product/brand have on you? Do you feel like it is more trustworthy and effective than when a brand communicates something about themselves?

15:11 SS: I would honestly definitely say yes! I think because the brand may seem very invasive when they just do an ad or something, and you do not trust them because obviously they are not going to say bad things about themselves. But the bloggers are someone you decided to follow yourself, because you like their opinions and whatever about them, so when they recommend a brand to me I am much more likely to try it rather than when a brand makes a traditional advertisement and says "buy this product". I think I have never, or of course I have, but lately I cannot really think of, or actually it is mostly in skincare and

makeup, or guess it has also to do with how involved you are. If it is low cost, for example stuff like a deodorant or something it is not like a go and see bloggers using it product, it is much more with a bit more pricey things such as foundations, buying a new eyeshadow palette, or buying like an expensive day cream - I would not do that because a brand makes an nice advertisement. If I have friends who recommend it or a lot of influencers who are talking about it, and it is not a sponsored post of course, then I am much more likely to buy it.

16:33 SC: So the price factor also is very important to you?

16:37 SS: Yes, I think there is more engagement with the product when there is a higher risk price wise. Because you do not want to buy something that you pay like a good sum of money for, and then you just get disappointed.

16:54 SC: But what if this blogger recommendation is sponsored? Do you then find it more effective than the brand communicating about it, or do you just find that it is maybe the same because it is sponsored content?

17:05 SS: Oh, I actually feel that it is the same. If it is a sponsored content I kind of feel that it is the same if the brand did it or if the blogger did it.

17:13 SC: So it is not more effective?

17:14 SS: I think it might be more effective still because it shows off on my page, on my news feed on Instagram for example, and I still see it there might be something and I would be like "uh, this looks really nice, I have not thought about it before..." I will still maybe be more inclined to buy.

17:34 SC: Maybe because you chose to see from this person?

17:35 SS: Exactly, it depends on what it is that they are showing, because I might not have seen that brand if I did not see it on someone. Or I might not have seen that exact product unless the person who is wearing it, and even though it is sponsored. But if it is something like skincare related or food or anything like that sort I would never buy it just because it says sponsored. Then I would have just gone out myself and see it and like it. So I still actually feel that these sponsored posts are more effective than the brands. Also I think it is important to remember that many of these bloggers are people you follow because you like their style and you think you could wear something similar, or would like to wear something similar. So when they put together for example an outfit, using the clothing item of this brand, I might still be more likely to buy it because they are styling it the way that I would and they have picked up the items I would also like. Whereas with an advertisement you can never just hit all, so I think that is also why I still think that it is more effective than just the brand.

18:43 SC: And the last question is, do you have a more positive perception when a blogger endorses a well known brand compared to an unknown brand, or does the level of brand awareness not make a difference for you?

18:53 SS: I think that it definitely does make a difference. Because there is a much lower risk involved for me as a consumer if I already know the brand. So for example if H&M does a paid post with a blogger, I might buy the product because I know H&M and I know what to expect from them. But if it is a completely unknown brand I will be much less inclined. Even though I might like what they are wearing, I will be like "they are saying that it is good". So I would actually say, for me, if it is a brand that I already know and I am very well aware of and I have their products already, if it is in a post I might just still be inclined to go and buy the stuff or try the stuff or even just pay attention to it. Whereas if it is a brand that I do not know, even if I said before that when it is clothing I might still check it out and might even buy it, I think there is just so much more rick involved for me when I do not know the brand

19:45 SC: Yes, regarding quality maybe and stuff like that?

19:47 SS: Exactly, exactly, and delivery time and what if I do not get my parcel, like how reliable are they? So I would say, for me, if it is an unknown brand then it actually kind of does not really matter if it is clothing or makeup or skincare products, and if it is a sponsored post then I think I am almost unlikely to try it out at all.

20:08 SC: So, brand awareness definitely is a huge factor for you?

20:11 SS: It definitely has a huge influence, yes.

20:15 SC: Great, that was the last question...

Appendix 12 - Interview with MA

Date: 04-10-2018
Duration of the Interview: 00:17:10
Interview by: Selma Canbek (SC)

Information about respondent:
Name: Melanie A. (MA)
Age: 24
Occupation: Bachelor's student with a part time job.

Transcription:
00:07 SC: Hello I am doing this consumer culture survey about attitudes and behaviour regarding sponsored content from blogger online. In this regard, I will just start with the first question which is: What is your name, age and occupation?

00:17 MA: My name is Melanie, do you want my surname?

00:24 SC: Up to you

00:25 MA: I am 24 years old and I am a student

00:30 SC: Student, okay, do you have a job or are you only a student?

00:34 MA: I have a part time job.

00:50 SC: Okay, next question: How do you use blogs?

00:50 MA: I mostly use them as a free time relaxing thing. It is just whenever I will like winding down. For instance going to YouTube or read a blog. It is just like a "me time" for relaxing. I do not really read too much into it, it is just a small free time thing.

01:24 SC: Okay, so which platforms do you usually use?

01:26 MA: Mostly YouTube.

01:32 SC: YouTube?

01:32 MA: Yes, because I feel like a lot of bloggers use YouTube to get their opinions out more in a more... It kind of feels like they are interacting more with their viewers. And I really like that. It also helps me to relax just by listening to them talking, so I am not specifically

watching what they are doing, saying or showing. I just listen to what they are saying and minding my own business.

02:07 SC: Okay, are you using other platforms? Or is it only YouTube?

02:13 MA: I am not sure what they are called but there is a Danish platform called Bloggers Delight I think.

02:25 SC: Yes?

02:25 MA: Where they have a lot of bloggers who do blog posts on that, but it is mostly YouTube which is not a real blogger platform but it kind of still is. And there is also Instagram which is a big platform I also use. So mostly YouTube but also Instagram, I use to follow bloggers and beauty influencers.

03:05 SC: Okay, so how much time do you use on these blogging platforms?

03:09 MA: Weekly or daily?

03:15 SC: Just daily

03:19 MA: It depends, but I can be using it up to two hours. But it differs from day to day, sometimes I do not have time at all and some other days I do not have anything to do and I can be watching it all day. That is mostly YouTube though. On Instagram it is mostly in the morning or afternoon, because you have your phone with you all the time so it is easy to scroll through the feed.

03:54 SC: Yes okay, great. So the next question is: What types of blogs do you consume. Like fashions blogs, beauty blogs or maybe food blogs.

04:04 MA: It is mostly fashion and beauty. And also sometimes food blogs. Food and travel blogs are in the small department, but mostly fashion and beauty. It is not because I am a big consumer myself, I kind of get excited through the videos and blog posts about beauty and fashion so, that is kind of how I use it.

04:46 SC: Okay, great, which parameters do you take into consideration when choosing a fashion blogger to follow, do you look at the amount of followers, how many years they have been blogging or is there anything else that you specifically look for?

04:56 MA: There is not anything I specifically look for in regards to viewers or followers. I think I tend to be following the ones that are huge because they get recommended on the

platforms. And then I watch the person and if I think they seem genuine then I will follow them. But other than that I do not think there is any specific criteria.

05:33 SC: Okay

05:39 MA: For it is important that the person seem genuine and likeable and does not try to be someone who they are not.

05:57 SC: Maybe someone you can relate to in a way?

05:59 MA: Definitely, someone I can relate to.

06:08 SC: Okay, so how does sponsored content influence you? When you see sponsored content, what comes to your mind?

06:11 MA: Hmm. Mostly it does not do much for me. I seem to be more attracted towards the non sponsored posts or videos.

06:38 SC: Why is that?

06:41 MA: I think it is because they are honestly more genuine. And that speaks to me more. Instead of sponsorships which on a lot of levels is a lot like adverts and commercials.

07:14 SC: Okay, so you feel that sponsored content is more like a commercial? You do not think it is as genuine as a regular recommendation would be?

07:23 MA: In a way yes. I get that they have to earn their money. It is kind of the same way as I do not pay attention to commercials on TV. It is the same way on YouTube or Instagram.

07:35 SC: Okay, so you do not really pay attention when it is sponsored?

07:37 MA: I do read into it if I think it is interesting but I have not experienced yet that I have been intrigued by a sponsored post.

07:47 SC: Okay, have you ever bought something that a blogger has recommend? We can start with: have you ever bought something that was not sponsored?

07:57 MA: Yes I have. Not much but I have bought something that was recommended in a non sponsored YouTube video. But it has been more based on several different opinions.

08:21 SC: Okay so it was more when you were researching about a product?

08:23 MA: Yes exactly. So I will be doing my research and watch videos where they compare products which can be similar to each other and then I just go from there.

08:39 SC: Okay, then have you ever bought something that was sponsored?

08:41 MA: No I do not think so. Not yet.

08:51 SC: Is there a specific reason for that or has it just simply not been the case?

08:54 MA: I think it is a combination of me not being the biggest consumer and not the biggest impulsive buyer. And the other I think is that it is not so genuine. I just do not find it interesting.

09:15 SC: Okay, so maybe it does not really catch your interest in the same way?

09:18 MA: No, not in the same way.

09:23 SC: Okay, then have you ever experienced a mismatch between the blogger and the sponsor? Like have you ever seen that maybe a blogger have showed a sponsored post which does not really fit into their image, or style?

09:43 MA: That is a good question. I do not think that it has been the case, but mostly, it is probably because I follow influencers who do not make sponsored content. Maybe the big big bloggers like the famous Kardashians or something. It could be jewelry or something and it does not really seem to be in that person's interest. I think I have seen that before.

10:34 SC: Okay, so it does not really fit into their style but they just do it to get the money?

10:39 MA: Yes, exactly.

10:39 SC: Okay, so you have kind of experienced a mismatch before?

10:44 MA: Yes, a little, I have

10:43 SC: Okay, the next question is: Does your perception of the blogger affect your purchase decision? Maybe if you have a good perception of the blogger you will be more likely to buy than if you have a bad one?

10:52 MA: Yes, I think so. Definitely.

11:13 SC: Can you elaborate a bit?

11:19 MA: I think it has a lot to say what I think of the blogger or person. Especially for me. For me it is more important that the person is very genuine and honest. And they specifically say "this is not for the money" because they do not get any money out of it. That is definitely very important for me because then I know in the future that they will be genuine and honest and not just do it for the money.

12:09 SC: Okay, then have you recommended a blogger or blog post to a friend before?

12:16 MA: Hmm. Yes but that has been a very long time ago. But then it turned out they were also watching that blogger.

12:42 SC: Then have anyone ever recommended a blogger or blog post to you?

12:45 MA: Yes, but that is mostly YouTubers.

12:53 SC: Okay then which effect does a blogger recommendation about a product or brand have on you? Do you find it more effective than if a brand itself communicates about a product?

13:01 MA: It depends again if it is sponsored or not. But again I will compare the two and what the company themselves say and if it seems to align then I am more likely to buy it.

13:49 SC: Okay, so you do not necessarily find that a blogger recommendation is more effective than a brand communicating themselves about a product?

14:01 MA: If it is not sponsored I will think that the blogger's opinion or recommendation is more important. Definitely. But I will do my own research and see what the company says about the product.

14:23 SC: Okay, but if it is sponsored you feel like it is the same as if the brand made a regular advertisement?

14:30 MA: Yes, if its sponsored I will just go on and do some more research.
14:33 SC: Okay, so you will not just trust what they say if it is sponsored?

14:55 MA: I will not.

14:55 SC: Okay, great. So the last question is: Do you have a more positive perception if a blogger endorses a well known brand compared to an unknown brand? Does the level of brand awareness make a differences for you?

15:08 MA: No I do not think so

15:17 SC: I can give you an example, so if a blogger shows maybe an Adidas product compared to if they show a brand new product from a brand new company that you have never heard about before. Do you feel like you have a more positive perception when they show a known brand like Adidas than showing an unknown brand? Does that change your perception?

15:35 MA: Maybe yes. I do not know if it is a great example, but one of the things I bought of a YouTuber's recommendation was some makeup, eyeshadow. Which I did not know anything about before I saw it on YouTube. We do not have it here in Denmark at all. But that is still a big company so I do not know if it can be used as a great example.

16:11 SC: So you did not know anything about the company?

16:12 MA: I did not know anything about the company. But then again I did my research and found out that it was quite good quality. I do not think it has too much of an affect in my opinion. Of course if it is something that is more well known I will gravitate towards that but I will… If I see something that I do not know and I think it seems really cool I will try and check it out.

16:51 SC: Okay so the level of brand awareness does not necessarily give you a more positive impression?

16:58 MA: No, not in general.

16:58 SC: Okay, that was the last question. Thank you.

Appendix 13 Interview with AM

Date: 04-05-2018
Duration of the Interview: 00:31.01
Interview by: Jonas Christiansen (JC)

Information about respondent:
Name: Anna M. (AM)
Age: 27
Occupation: Master's student at CBS with a part time job.

Transcription:
00:05 JC: Prøv at start med at introducere dig selv

00:06 AM: Ja, jeg hedder Anna Manning, jeg er 27 år gammel og jeg læser en kandidat i Human Resource Management på CBS.

00:16 JC: Okay, er der andet du vil fortælle?

00:24 AM: Jamen jeg læser blogs og følger influencers eller bloggere på bla. Facebook. Nej ikke på Facebook men på Instagram. Det er nok den primære

00:32 JC: Okay, hvordan bruger du blogs?

00:37 AM: Altså hvordan jeg sådan?

00:43 JC: Altså hvilke platforme.

00:45 AM: Altså jeg bruger ikke de der. Der findes jo sådan nogle platforme som bloggers delight og blog ly, og hvor man kan have en app, det bruger jeg faktisk ikke. Altså jeg bruger det at jeg har, jeg vil nok sige, 5 blogs nogle gange 6 som jeg konsekvent bruger hvor jeg så går ind på deres sider sådan direkte læser. Jeg har ikke noget medie jeg går igennem eller hvor der er noget der popper op med nye indlæg. Det er direkte mellem mig og bloggeren

01:15 JC: Okay, hvor tid bruger du på blogs?

01:17 AM: Om ugen? Eller generelt?

01:18 JC: Ja begge dele

01:20 AM: Altså jeg kigger nok på deres blog hver dag. Grunden til at hvis jeg ikke kigger så er det fordi jeg har siddet med en eksamen i 14 timer og bare går i seng. Altså ellers er det

hver dag. Jeg bruger nok alt efter hvor meget der er at læse et kvarter til en time alt efter hvor mange opslag der er og hvad det er, hvor lange de er og, ja, cirka om dagen. Ej det lyder virkelig af meget men ja.

01:54 JC: Ja okay, hvorfor synes du blogs er interessante? Hvad er formålet og din motivation for at læse dem?

02:04 AM: Ja. De blogs jeg læser, dem synes jeg er interessante fordi jeg synes de mennesker der skriver dem er interessante i sig selv og det de skriver er sjovt. Det er nok sådan det primære, de skal skrive godt, det skal være noget jeg sådan. For at jeg synes det er sjovt at læse så skal de også gerne have en portion selvironi og så er det nok også fordi jeg på en eller anden måde synes det er interessant at følge med i deres liv selvom jeg overhovedet ikke kender dem.

02:36 JC: Okay.

02:36 AM: Altså det lyder jo sådan lidt mærkeligt men der et eller andet i deres liv jeg synes er interessant som jeg gerne vil følge.

02:48 JC: Hvad er det for nogle typer blogs? Hvad handler de om?

02:49 AM: Jamen det er nok livsstilsblogs, altså så det er ikke sådan "mommyblogs" men nogen af dem er mødre altså, lige den del synes jeg da også er meget interessant men det er ikke det primære. Det er meget sådan med hverdag og at de har noget at sige om nogle af de emner de tager op som f.eks. fertilitetsbehandling. Ikke at det overhovedet vedrører mig men jeg synes bare det er sådan, så kender jeg folk der er i det, eller det er et problem i vores samfund og så tager de det op og så synes jeg det er interessant at læse med nogen som faktisk har en personlig oplevelse omkring det, eller så følger jeg også en blog som udelukkende bare er fordi hun er hylende morsom. Den hedder Miriams blog og hun tager så tykt pis på sig selv og Tinder og andre. Altså det er bare fordi hun er sjov.

03:50 JC: Ja okay, hvad med sådan noget som mode blogs?

03:58 AM: Ja, to af de blogs jeg følger ville også indgå i den kategori, det er både livstil og mode blogs, men de der "outfit of the day" dem kender du nok ikke? OOTD, eller hvad det er. Jeg læser de opslag de laver der fordi de ofte skriver noget andet privat, eller de skriver om deres dag eller noget andet, det er ikke fordi jeg læser det fordi jeg gerne vil se nødvendigvis af hvad de har på af tøj

04:30 JC: Okay

04:30 AM: Selvfølgelig bliver jeg også inspireret. Det er mere fordi jeg gerne vil høre sådan *hvad har i ellers lavet.*

04:38 JC: Okay, hvad for nogle parametre er det du tænker på når du skal vælge en blogger at følge? Nu nævnte du før de skal være sjove og sådan noget, hvad er så vigtigst for dig?

04:50 AM: Det vigtigste er nok at jeg føler de er reelle. Altså at man føler de giver lidt af sig selv. De skal komme ind på nogle ting. Det lyder sådan lidt weird ikke men sådan private ting. De skal være ærlige, de skal ikke være for poleret. Altså der er faktisk en af bloggerne jeg følger hvor jeg godt sådan nogle gange kan synes er røvpoleret. Og når hun så prøver at være sådan en lille smule omkring hvad der ikke fungerer i hendes liv så kan det godt blive lidt for lyserødt. Det kan jeg godt blive lidt træt af i længden. Jeg ved faktisk ikke hvorfor jeg så bliver ved med at læse hendes blog men altså det er jo så noget andet hun inspirerer på f.eks. mad og sådan. Så der er nok sådan meget at jeg skal føle at jeg kender dem, de skal give et eller andet om dem selv og sådan. Det er nok helt klart det vigtigste.

05:51 JC: Betyder det noget i forhold til hvor mange følgere de har eller hvor år de har blogget?

05:55 AM: Nej overhovedet ikke.

05:57 JC: Okay, så det er deres personlige træk?

06:00 AM: Ja, 100 procent

06:02 JC: Mange bloggere får jo indkomst via sponsoreret indlæg. Hvordan påvirker de sponsoreret opslag de laver dig?

06:20 AM: Ja, altså som udgangspunkt så forstår jeg godt at man som professionel blogger bliver nødt til at have sponsorerede indlæg for ligesom at kunne have et job. 95% af tiden synes jeg det er pisse irriterende. Jeg gider ikke at blive prakket noget på over hovedet og det er simpelthen fordi at de ofte skriver om noget privat og så bliver det lige pludselig kørt over på at de også lige skal fortælle noget om Läkerol, altså hvor man bare her det sådan, altså helt ærligt, så sidder jeg her og læser om noget som jeg faktisk synes er helt vildt interessant og du tager et eller andet emne op og så lige pludselig kaster du et eller andet ind om et eller andet produkt. Der går jeg ned med det samme, så går jeg faktisk væk fra det. Så læser jeg kun den del hvor jeg synes der er noget indhold og væk fra reklame delen. Jeg vil så også sige at det hænder også at de skriver et sponsoreret indlæg om noget som f.eks. kunne være et produkt hvor jeg har gået og tænkt sådan. "eh, ja jeg har gået og tænkt over at jeg har brug for en ny creme til mit ansigt" eller "ej det er nogle meget fede sko" hvor det faktisk påvirker mig til at jeg går ind og kigger på det og læse om det. At jeg så er studerende og ofte ikke har råd det er

så en hel anden sag. Men det gør mig nysgerrig på de produkter de har men den største del af tiden så føler jeg lidt at det bare er irriterende.

08:02 JC: Okay

08:02 AM: Og også fordi jeg synes faktisk også der er et ansvar rent miljømæssigt som de overhovedet ikke tager op til overvejelse, de opfordrer til mersalg på alt muligt lort vi seriøst slet ikke har brug for. Og det kan jeg mærke det fylder mere og mere altså jeg bliver mere og mere bevidst omkring det og jeg lukker mere og mere ned for det sponsoreret.

08:22 JC: Okay, har du så nogensinde købt noget en blogger har anbefalet?

08:33 AM: Det er jeg næsten overbevist om at jeg har. Jeg ville ikke kunne fortælle præcist hvad det er men jeg kan godt forestille mig at jeg har tænkt, altså de har reklameret eller skrevet om noget de synes var godt og så har jeg måske haft brug for det eller tænkt det kunne være jeg skulle prøve det. Jeg kan ikke fortælle dig præcis men det er jeg ret sikker på jeg har.

09:00 JC: Okay, gør det nogen forskel for dig for nu skal de jo skrive og gøre det tydeligt at det er sponsoreret. Gør det nogen forskel for dig at der simpelthen står det er sponsoreret?

09:11 AM: Ja. Meget. Fordi det gør også alt efter hvilket humør jeg er i når jeg går ind og læser bloggen at hvis der står sponsoreret i starten, så kan jeg meget hurtigt gå ind og filtrere sådan "okay, gider jeg læse det her?" og oftest synes jeg faktisk også der står sådan noget "sponsoreret i samarbejde med" og så kan jeg se at det er sponsoreret. F.eks. nogle af de der mødre som der er to af dem jeg følger der er mødre. Så har de et eller andet med et barnevogns mærke. Så læser jeg altså ikke det indlæg. Så jeg kan filtrere meget mere i det. Jeg er så glad for at det er kommet, for det gør jo så nemlig også at når jeg så når mod slutningen og så jeg bare føler de prøver at sælge mig et eller andet. Altså jeg føler mig ikke lige sådan "nå okay, så du skrev bare alt det andet fordi du ville have mig til at købe et eller andet". Så jeg føler mig mindre snydt.

10:09 JC: Okay, ville du så føle dig mere snydt hvis altså f.eks. før i tiden da de ikke skulle skrive det var sponsoreret. Hvordan tænker du om det nu så?

10:16 AM: Så er det bedre nu. Altså den gang kunne jeg godt mærke at jeg synes faktisk det var dårlig stil. Altså jeg synes faktisk at det var sådan en måde at lokke folk ind på og lige pludselig skulle man læse om et eller andet og det gjorde faktisk at jeg endnu mindre havde lyst til at købe de produkter. Jeg tænker faktisk sådan rent brandingmæssigt for mig personligt, altså jeg kan jo ikke snakke på andres vegne. Altså der synes jeg faktisk det var dårligere for så tænkte jeg "nu skal jeg slet ikke have noget fra det firma".

10:51 JC: Okay, har du nogensinde oplevet at der er sådan et mismatch mellem bloggerens image og den person de ligesom er og så det produkt som de promoverer?
Nu sagde du f.eks. at mødrene var sponsoreret med noget om barnevogne, det giver måske meget god mening ift. hvad emnet handler om.

11:09 AM: Ja det har jeg oplevet ja. Der er nogen gange hvor at jeg godt kan tænke "okay der skulle du lige tjene nogle penge hvad?". Altså når man laver reklamer fra Dancakes nye gulerodskager ikke? Altså helt ærligt, det synes jeg faktisk er decideret kikset. Der blev hun sat lidt på hold et par uger for jeg synes det var kikset.

11:35 JC: Så cuttede du hende simpelthen af?

11:35 AM: Ja så bliver jeg sådan lidt, så synes jeg indholdet blev.. Det er også mega svært fordi jeg faktisk godt kan forstå at selvfølgelig skal man jo tjene nogle penge, det er jo også en business. Men jeg synes også at der ligger et ansvar i når man påvirker så mange mennesker, og du påvirker altså også folk nede i en alder hvor de måske ikke er bevidst om hvad de bliver påvirket af. Så synes jeg faktisk også at man skal have en vis sådan, hvad hedder det ord?

12:08 JC: Ansvars bevidsthed?

12:08 AM: Ja, altså der skal være en overensstemmelse med hvem er du som person og gør du det bare lige nu for penge? Så det har jeg oplevet.

12:16 JC: Okay

12:16 AM: Og så går de jo også igen mange af dem. Altså det er jo sjovt at se hvordan det samme firma har fat i 3 af bloggerne og sjovt nok kommer de ud på dem allesammen. Der tænker jeg lidt "okay nu er i så bare". Altså det er jeg ikke den eneste der lægger mærke til, det ser jeg folk skrive i kommentarfeltet "I er godt nok mange der blevet kontaktet af" hvad ved jeg.

12:36 JC: Dancakes gulerodskage?

12:36 AM: Ja lige præcis. Så er der lige pludselig 10 bloggere der allesammen reklamerer for det samme og det synes jeg også gør noget. Det gør det ikke så unikt eller så tænker man at "så har du bare sagt ja fordi i godt kan lide kage i din familie" ja hvem fanden kan ikke det? Det synes jeg bare er dybt kikset.

12:58 JC: Oplever du mange af de mismatches?

13:01 AM: Hmm. Jeg vil sige. Nej ikke mange måske 20-30% af de sponsorerede indlæg som jeg spotter dem synes jeg faktisk er et mismatch

13:17 JC: Okay

13:18 AM: Ja

13:22 JC: Er det også sådan ift. mode, f.eks. smykker, tøj eller makeup?

13:29 AM: Faktisk ikke der. Men det er også fordi at jeg synes at f.eks. makeup, det er jo 5 kvinder jeg følger og det passer jo meget godt at de alle sammen bruger makeup. Så der synes jeg ikke der er et mismatch. Jeg synes mere det er med produkter og noget man bruger i hverdagen, det er mere der, jeg synes faktisk ikke det er så meget med tøj og smykker og sådan noget.

14:02 JC: Okay

14:02 AM: Så det kan så være nogen gange hvor jeg synes, altså så laver de samarbejde med alle de smykkefirmaer der er, så er det både Maria Black og Hvisk hvor man tænker "går du med så mange smykker?". Men jeg synes at fordi det er 5 kvinder jeg følger så giver det meget god mening at de måske kan lide en nederdel fra Selected eller sådan.

14:29 JC: Synes du generelt at bloggere påvirker dine købsbeslutninger?

14:36 JC: Ift. de ting de reklamere for

14:38 AC: Jeg vil jo gerne sige nej fordi jeg godt vil have en illusion om at jeg har fuld kontrol over hvad jeg bliver influeret af. Men jeg ved også godt at jeg helt klart bliver påvirket af de her bloggere. Jeg vil sige jeg tror jeg er bevidst om det til en hvis grænse og det gør at der er mange ting jeg ikke køber, men det er da helt klart at de påvirker mig, det tror jeg. De påvirker min tankegang og hvad jeg måske ønsker mig og hvad jeg godt kunne tænke mig i fremtiden. Det er jo også sådan lidt som studerende så er det klart at midlerne er få, jeg kan jo ikke bare gå ud og købe det hele vel?

15:15 JC: Nej

15:15 AM: Men hvis jeg havde mange flere penge så ville jeg da nok købe flere ting. Så ja det påvirker mig nok en vis grad.

15:23 JC: Okay, har du nogensinde anbefalet en blog post til en ven? F.eks. hvis det var et eller andet sponsoreret du tænkte andre kunne være interesseret i det?

15:37 AM: Nej aldrig. Jeg har kun anbefalet en blog men jeg har ikke anbefalet noget sponsoreret indlæg.

15:43 JC: Okay, men bloggere har du (anbefalet)?

15:45 AM: Ja

15:45 JC: Mange gange?

15:49 AM: Ja, altså der er en del af mine venner der også læser blogs og så taler vi lidt om det sådan "den her er virkelig sjov" og "her får man et godt grin". Jeg har anbefalet ret meget hende den ene som skriver meget om fertilitetsbehandling for jeg synes der er rigtig mange kvinder i vores alder, min alder, 27 op til 37, det er et kæmpe problem i vores samfund og så anbefaler jeg faktisk den for det er meget rart at få et indblik både som veninde og, altså du kunne også læse den. Det synes jeg bare, så det gør jeg. Men ikke decideret sponsorerede indlæg. Men blogs gør jeg.

16:31 JC: Okay, hvad tænker du ift. det sponsorerede produkt. Nu sagde du at ofte godt kunne blive irriteret eller at du har en eller anden form for modstand overfor bloggeren. Hvad med ift. brandet der sponsorerer? Hvordan ændrer din holdning sig eller ændrer den sig overhovedet ved at et specifikt brand sponsorer bloggere?

17:03 AM: Ja altså i nogen grad. Hvis jeg synes det virker som om at man bare bruger. Altså man har lige lavet nogle gode deals med de her bloggere og man har måske heller ikke tænkt over at bloggerne faktisk også får leveret produktet på en måde som gør det reelt og noget man kan forholde sig til. Så kan jeg godt blive, altså så kan jeg godt tænke "okay så i skulle bare lige have jeres produkt og brand ud gennem nogle smarte bloggere og hvor mange penge har i lige betalt for det?". Så bliver jeg skeptisk overfor brandet, ja. Det kan godt ske.

17:43 JC: Er det så mere troværdigt for dig at de reklamere gennem en blogger end hvis de selv gjorde det? Eller måske ikke troværdigt men mere effektivt? Hvad tænker du om det?

18:09 AM: Ja det tror jeg faktisk det er. Det er faktisk tit lige med f.eks. smykker at jeg godt sådan kan tænke "ej det er virkelig pænt" for så er der jo altså at en blogger formår jo at lave et eller andet med tøjet, altså så ser det meget fikst ud ikke. Og det synes jeg er en sådan mere spændende måde reklamerer med det for, for man kan faktisk se hvordan man kan bruge det. Hvorimod hvis du går ind på en hjemmeside hvor der bare er et par billeder af et par øreringe så man kan godt, altså jeg ser ikke mig selv som super kreativ i min stil vel? Så for sådan en som mig er det meget rart at kunne se sådan "okay kan man det" eller "kan man have de sko på til det". Så ja det synes jeg.

19:03 JC: Så det er inspirationen i det? Ift. hvis det bare var via deres fan page f.eks.

19:11 AM: Ja. Ja helt klart.

19:16 JC: Ift. de her brands som de arbejder med, har du så en mere positiv holdning til et produkt som er sponsoreret hvis det f.eks. er et meget velkendt brand ift. hvis det f.eks. var et ukendt brand? Altså et brand du aldrig havde hørt om før. F.eks. hvis det var et helt nye smykkefirma.

19:41 AM: Ja altså om jeg?

19:44 JC: Jamen ændrer det så din holdning ift. hvor godt brandet er kendt eller om du kender brandet i forvejen? F.eks. hvis du ved det er et godt produkt eller ved noget om det i forvejen. Har du så en mere positiv holdning over at det er et sponsoreret indlæg?

19:55 AM: Ja det tror jeg. Det har jeg. Ja. Det vil jeg faktisk sige jeg har. Der er jo nogen gange hvor de sponsorer på et eller andet hvor man godt kan se at det er noget nyt. Altså der var f.eks. lige en periode med det der firma yoga, det er sådan et firma. Hvor det lige var, jeg ved ikke hvor mange influencers der reklamerede for dem. Så reklamerede de med at man kunne vinde et eller andet igennem det og så var det åbenbart lidt noget lort og lidt et scam og man blev lidt hevet ind i at man skulle betale en masse penge. Men inden da kunne jeg godt mærke at jeg havde det sådan lidt "Okay det brand kender jeg ikke" og "I er ude og ramme en masse" og noget med en konkurrence alle lige pludselig vinder og sådan noget, nej. Så er jeg mere positiv overfor at det er noget som man kender. Altså hvor de har et bagland hvor man ved hvem de er og om man kan stole på brandet.

20:53 JC: Ja. Ville der så være større sandsynlighed for at du gik ud og købte det, pga det?

20:59 AM: Ja, helt klart

21:02 JC: Okay. Lad mig lige se.

21:23 JC: Nå jo, ift. den måde du engagerer dig på de her blogs altså om du kommenterer eller liker eller skriver. Nu har du jo nogle holdninger om det her, er det nogle du giver til kende på bloggen?

21:41 AM: Øhm. Nej ikke indtil videre.

21:49 JC: F.eks. liker du et opslag hvis det f.eks. er et eller andet sponsoreret indlæg og du synes det er noget værre noget, liker du det så eller lader du det være?

21:57 AM: Nej altså jeg følger dem ikke på Facebook. Eller du mener instagram?

22:05 JC: Ja også der men inde på en blog kan man jo også typisk skrive en kommentar.

22:08 AM: Ja, nej det gør jeg faktisk ikke. Jeg er meget ikke en visuel bruger men jeg har tit, ihvertfald sådan de sidste par måneder faktisk haft lyst til at stille spørgsmålstegn ved det. Det jeg bare synes godt kan være lidt svært det er at jeg vil ikke have det er et angreb på dem for jeg kan godt forstå mange af grundene til at de gør det, men jeg gad godt høre lidt mere om deres tanker bag deres rolle som influencer. Men jeg har virkelig svært ved sådan at formulere det. Uden at det lyder som om at jeg nærmest siger til dem "jamen altså, hvad er det i har gang i venner". Det kan hurtig lyde sådan i det skriftlige. Som om det er et angreb men nej jeg liker ikke ting, jeg skriver ikke noget. Jeg har gjort det måske to gange i år, det er meget stort. Det er nye sager. Men det har ofte været et eller andet positivt.

23:10 JC: Okay, så du skriver ikke meget negativt?

23:11 AM: Nej, slet ikke. Jeg tror at på et eller andet tidspunkt skal jeg nok få det spørgsmål og det er det der med at jeg synes man skal tage stilling til hvad det er, hmm, altså jeg tror det er vildt svært for mig at der er nogen der faktisk sidder og har et job hvor de opfordrer folk til at købe alt muligt som vi egentlig ikke har brug for. Og jeg synes at med miljøet og folks penge vaner, og når det er unge mennesker så synes jeg man har et ansvar og det kunne jeg godt tænke mig at stille dem et spørgsmål om. Men det skal godt nok formuleres som et "kunne du ikke godt være sød at komme med nogle af dine tanker om det" og gider de det? For de sætter sig jo selv i en vildt sårbar position for de skal jo fandme gå ud og sige "ja men det er jo også vigtigt for mig at tjene nogle penge og det er virkelig dejligt med alle de gratis ting jeg får". For det er det jo, når det kommer til stykket, det er jo det de får, gratis ting, gratis mad, jeg ved godt de skal betale skat af det.

24:19 JC: Hvad hvis du får noget? Hvad hvis du får 20% på nogle smykker eller tøj, gennem dem?

24:26 AM: Jamen, det er nok også det der med at miljøet er blevet sådan en ting for mig. Altså ofte kan jeg godt nå at tænke jeg skal have de ting og så begynder jeg bare at tænke "du har ikke brug for det" bare fordi det er 20%. Og så ved jeg også godt at 20% procent. Altså.

24:49 JC: Jo, men der får du jo noget direkte ud af det hvis du køber det via dem, eller gennem dem, hvis de har en eller anden kode

24:55 AM: Ja de ligger rigtig meget op med de der koder men så f.eks. har de lige haft en kørende hvor alle de der bloggere har haft noget kørende med Volt, altså det der nye firma der leverer mad ud. Så hvis man bruger deres kode så fik man 50kr, men det gør de også. Og jo det vil jeg da gerne men jeg kan også bare tænke "okay altså så skal man bare begynde at købe alt muligt mad". Altså der ryger bare penge rundt alle mulige steder for at vi kan købe det her mad. Er det overhovedet nødvendigt? Jeg kan godt tænke at det bliver lidt for meget

og så kan det godt være jeg sparer en 50'er men har jeg brug for at købe de burgere den dag? Køber jeg dem bare fordi jeg får den 50'er?

25:38 JC: Okay hvornår er det så okay for dig at de laver et sponsoreret indlæg? Er det okay?

25:49 AM: Ja er det nogensinde det? Jeg tror aldrig nogensinde jeg sidder og tænker "det var spot on".

25:58 JC: Hvad hvis det er noget der matcher den her persons emne eller måde at være på. F.eks. hvis du har en modeblog og de kun går op i dyre mærker, så giver det måske meget god mening at de kun er sponsoreret af dyre mærker

26:11 AM: Ja ja

26:14 JC: Er det så mere okay?

26:14 AM: Ja det er mere okay fordi at jeg godt kan se det fra deres synspunkt omkring at de har et job og har fået det stablet på benene. Og jeg vil så også gerne sige at jeg har kæmpe respekt for det, jeg synes faktisk det er vildt at man kan formå at have sådan et arbejde. Fordi når du så indgår et samarbejde med, f.eks. der er en blogger der har noget med "Levevis" fra Føtex. Altså det er et helt samarbejde hvor det ikke bare er et indlæg men en hel række af indlæg, jeg aner ikke hvor mange penge hun tjener men jeg tror det er ret meget.

26:54 JC: Er det bedre så? End hvis det bare er et eller to opslag?

26:59 AM: Ja fordi så synes jeg faktisk også at du går ind og laver en form for commitment med brandet, det er faktisk noget du bruger i din hverdag og du synes faktisk at det er noget der holder. Og så synes jeg også, der er jo også nogle gange hvor de indgår i et samarbejde hvor de skal prøve nogle produkter af, og hvor de ikke altid kommer ud på den anden side og siger "det var bare mega godt her" og det bryder brandet sig jo ikke om. Men det kan jeg godt lide når det sker, fordi så kan jeg mærke at du er reel i det du siger, jeg tror på at når du så siger noget er godt så tror jeg faktisk mere på at det du siger er sandt.

27:39 JC: Nu siger du at nogle gange kan du mærke det er reelt. Hvordan kan du mærke det? For du ved jo ikke om det er noget de bare siger?

27:50 AM: Ja det ved jeg også godt.

27:56 JC: Men er det fordi du føler du kender den her person?

27:56 AM: Ja, mange af de her bloggere har jeg jo fulgt i mange år og så fordi de deler meget om dem selv så føler jeg jo at jeg kender dem. Og så er det klart at når de så gør noget eller

siger noget, så kan jeg godt tænke "der tror jeg på hvad du siger". Men altså hvis de nu går over i noget hvor jeg tænker "der har du bare tjent en masse penge for at tjene noget". Hvorfor skal du lave et samarbejde med det brand? Det har intet med dig og gøre og det lyder vagt "og forresten synes jeg også lige du skal gå ind på den her hjemmeside og tjekke det her ud", det kan jeg synes er skide irriterende.

28:41 JC: Okay

28:47 AM: Fordi så er der ikke noget substans. Så det er fordi jeg kender dem. Ej nu siger jeg jo at jeg kender dem, det gør jeg overhovedet ikke, det er jo en syg løgn. Det er for sindsygt. Men det er jo det der er med de bloggere, man tror man kender dem og det gør man jo egentlig slet ikke for der er formentlig en del af deres liv de ikke deler. Men det at jeg tror jeg kender dem gør at jeg føler jeg kan bedømme om det er reelt det indhold de laver.

29:18 JC: Okay jamen så tror jeg det var det. Er der noget du vil tilføje?

29:26 AM: Nej men jeg føler det er en balance. Jeg kan godt forstå det, jeg kan godt se det. Jeg synes også det er irriterende. Altså det er nogle gange virkelig svært. Og nogle gange kan jeg godt stille spørgsmålstegn ved hvorfor jeg læser det hvis det irriterer mig at de påvirker mig på den måde. Men på en eller anden måde føler jeg så også at det sådan halvt er gået hen og blevet mine venner på en eller anden måde. Altså virtuelle venner, det er så mærkeligt når jeg sidder og siger det højt.

30:01 JC: Mange tak for din tid og dine svar Anna!

30:01 AM: Selv tak.